

Collaborative Fundraising Workshop 2, Part A

Getting Your Team on Board: Change Your Mindset About Fundraising!

Who?

Get together with your staff leaders, development directors, and partner organizations to explore collaborative fundraising.

Meet with trusted donors and board members; invite them to be partners in this initiative.

Include youth artists in the planning and execution of collaborative fundraising events.

Where?

Welcome partners into your space for the first meeting, or host in a neutral space if that will lead to more openness to collaborating.

Consider rotating to partner or funder sites for subsequent meetings to build a sense of shared ownership.

Why?

Great coalitions are based on trust and relationships. Collaborative fundraising with partners you trust requires spending time together, face-to-face, to create shared expectations, practices, definitions of success, and strategic plans. Meetings that focus on trust building and true collaboration provide a foundation for powerful shared work.

Donors are important partners, and can work with you long-term towards a common vision. Spend time with them and collaborate in a personal, not just transactional, way. Help them foster relationships with one another. Providing donors with meaningful opportunities to learn and give brings new energy and resources to your organization and the youth arts sector.

Young people have powerful voices and talents. Including them in fundraising projects as both artists and collaborators is inspirational and brings a different perspective. It's an opportunity for youth to build their skills, and they remind us why we're here.

What?

Bring a generous heart, an open mind, and snacks.

How?

Part A (2 - 3 HOURS) *Part A can precede Part B for a full-day retreat, or can be held separately.*

If we want to change our funding sources, we have to change our approach. Collaborative fundraising is not just a development strategy—it's a new strategy that requires a new mindset.

“Insanity: doing the same thing over and over again and expecting different results.”

Albert Einstein

1. Welcome! (30 MINUTES)

In addition to the facilitator, funder, or lead organizer welcoming the group and sharing the agenda for the day, have someone from the host site, or a youth artist from the organization, offer a personal welcome, and invite them to share a bit about the venue in which the group has gathered. For example:

“This organization was founded in my living room 15 years ago when I saw kids from my neighborhood with nothing to do in the summer. Five years ago we bought this building and now...”

“The exhibit that surrounds you is about...”

2. Break the Ice (15 MINUTES)

Invite people to share one word or phrase that expresses why they care about youth arts. Capture each person’s response on paper. Ask the group to identify the big themes that emerged and write them boldly on large pieces of paper posted on the walls that people can see for the remainder of the day, and refer to as the foundation for exploring shared fundraising.

3. Create a Shared Vision (30 MINUTES)

Break up into small groups, making sure people work with those they know least. (You may want to make small group assignments before the meeting starts to help foster new relationships.) Give each group a large piece of paper and markers or crayons. Ask them to work together for 10-15 minutes to create a picture of their community if youth arts organizations and young artists had all the resources they needed. What would it look like?

Ask each group to share their drawing and to highlight what the key elements are to a thriving youth arts community.

Hang the drawings on the wall as a reminder of what might be possible through collaborative fundraising.

Break (15 MINUTES)

4. Honest Fears and Opportunities (30 MINUTES)

The idea of sharing donors, introducing funders to one another, or collaborating on fundraising, is scary. Our donor relationships are treasured and closely guarded. Start the conversation by acknowledging this and invite an open conversation about fears and concerns first, and then discuss opportunities and possibilities. Discuss what it would take to make collaborative fundraising happen and whether the opportunities listed would change the game for your community.

Break: Meal & Venue Tour (30 MINUTES)

5. "Net-Working" Discussion (30 MINUTES)

Have each person define "networking."

Pose this question:

Is networking a way to use connections to access new donors? How is this important in shared fundraising?
How can this benefit all of us?

Then ask:

Think of yourself as "Net-Workers"; your job is to help create and support a growing, interconnected network of youth arts leaders and funders. How might this open up additional opportunities to benefit all of our organizations? How might you relate to your colleagues and donors differently?"

Finally, consider a new approach:

Think of donors as friends; you would invite two friends who've never met to a party because you know they'd like one another. What about your supporters? If they like and support your work, wouldn't they also like and support the work of your colleagues? Is this an idea our group can embrace? Why or why not? What about this concept might work for us as we consider collaborative fundraising?

If End of Day

6. Closing Activity (15 MINUTES)

To close out the session, re-convene to remind people of next meeting to do Part B, offer to share contact information with the group, and then do a quick closing activity, such as:

- Listen to a performance by a youth performer.
- In the spirit of networking, have everyone stand and move through the room to find someone they do not know, or do not know well, share the biggest take-away idea they are departing with, and exchange business cards.
- Ask each person to write one new idea they learned about fundraising and networking they have for the group on a post-it, and present it to someone else in the group as you exit.

End of Day

OR

If reconvening, continue to Collaborative Fundraising, Workshop 2, Part B.