

Collaborative Fundraising Workshop 2, Part B

Working Together to Become Better Fundraisers

Who?

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

Meet with trusted donors and board members; partner with them to create and implement your 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 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, then requires a different mindset about donors and donor relationships. Spending time together, face to face, to create shared expectations, practices, definitions of success, and plans for your initiative builds your leadership skills, helps your organization to grow, and creates momentum and excitement in your sector. Meetings that focus on trust building and true collaboration provide a foundation for powerful shared work.

Long-term donors can become partners working with your towards a common vision for your organization and community. Spend time with your donors, and begin to work on them in a relational, rather than transactional, way. Help a few key donors foster a relationship with one another. If you have strong donors on your team you are providing them with meaningful opportunities to learn and give, and are bringing new energy and resources to your organization and the youth arts sector at the same time.

Young people have powerful voices and art to share. Including them in collaborative fundraising projects as collaborators brings inspiration and a different way of looking at the work into the mix. It provides a growth experience for them and builds their skills. And their stories and artwork are why we, and funders, are here!

What?

Provide food. Bring a generous heart, an open mind, and donor data lists.

How?

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

1. Welcome Back! (30 MINUTES)

Invite a different representative (someone from the site, a youth artist, or someone from the organization, to offer a personal welcome back and share some youth art.)

2. Fundraising Fears & Dreams (45 MINUTES)

Ahead of time, design groups that are a mix of donors, board members, staff and youth artists. Put a letter on the back of each person's nametag to designate what their group will be. Mention that these activities and discussion opportunities are intended to help break down barriers between these groups and help them to talk and think differently about one another.

Ask each small group to form a circle, and ask each participant to share a funding disappointment or triumph with the group from their particular vantage point (funder, fundee, finance committee member, youth grant recipient).

Invite the group to talk about why certain tactics and approaches to fundraising work while others do not, and to take notes on the common themes that emerge.

Reconvene with entire group and ask each group to share their common themes about what works and what doesn't. Invite comments from the larger group.

3. Break Out Mini-Workshops by Budget Size (60 MINUTES)

Invite grant program officers, individual donors or experienced development directors to lead break-out mini workshops for fringe/emerging youth arts groups, midsize groups and large groups. These can be in the form of a panel or a presentation, and then Q&A. The goal is to ask presenters to share their perspective, and facilitate brainstorming best practices, strategies, and techniques.

Break (15 MINUTES)

4. Inspirational Speaker/Story (30 MINUTES)

Invite a guest, either one of the coalition members or someone from another community, with an energizing story to tell about overcoming a funding obstacle, completing a capital campaign, or turning around their organization to share their story, including their pitch, to get the entire group motivated and inspired!

5. Closing Activity (15 MINUTES)

Conclude with youth artist performances!

To continue with ARTWorks for Kids workshops, go to "[Change It: Collective Advocacy](#)."