

# ART Works for Kids

A Program of Hunt Alternatives Fund

*provoking change...for good*

## Framework for building major donor base

Based upon the seven strategies that emerged from the ARTWorks retreat, Hunt Alternatives Fund has developed the following six-step framework for cultivating major donors. Each strategy is captured within this framework.

### **STEP I: Researching likely donors**

The Fund will take a leadership role in identifying potential major donors.

#### **a. Professional prospect research**

Hunt Alternatives Fund, in consultation with members of the coalition, will hire a firm or an individual to research and compile profiles of potential donors.

#### **b. “Brown Bag Lunch” events with money managers, donor-advised fund managers, etc.**

Money managers, donor-advised fund managers, and other wealth advisers are the gatekeepers to individuals with money. Hunt Alternatives Fund will engage these individuals so that they can inform their wealthy clients about youth arts programs. This strategy complements Step II.

### **STEP II: Cultivating major donors**

The Fund will host small events to encourage involvement of potential donors.

### **STEP III: Connecting donors with organizations**

The Fund and youth arts organizations will collaborate to connect potential donors directly with these organizations.

#### **c. Marketing campaign targeted at major donors**

The Fund and coalition members will develop a targeted marketing campaign that will educate major donors about smaller arts organizations. Advertising possibilities include the *Boston Business Journal* and the programs of the Boston Symphony Orchestra.

#### **d. Salon/dinner parties**

The Fund and coalition members will host a series of small, intimate events to allow potential donors to interact directly with youth and program staff from youth arts organizations.

#### **e. Collaborative special event**

The Fund and coalition members will develop a large event targeted at major donors.

**STEP IV: Following up with major donors**

Organizations will initiate direct contact with likely donors. The Fund will provide additional training on cultivating major donors and board development, if needed.

**f. Clearinghouse to match potential board members with organizations**

Organizations will share information with each other about likely board members and donors who may be a better fit for another organization. The Fund will not play an active role in facilitating.

**STEP V: Requesting support**

Organizations will approach potential donors with a request for funding. The Fund will provide coaching on requesting support, if needed. The Fund will not be involved in following up with donors at this stage.

**STEP VI: Advocating for incentives**

Organizations will work collectively to advocate for legislation that provides incentives for individuals to donate.

**g. Legislation to make gifts to a new organization deductible on Massachusetts state taxes**

Organizations will work with legislators to pass a bill giving individuals a tax credit for charitable donations made to a nonprofit they have not supported before.

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