



**PHILANTHROPY**  
MASSACHUSETTS

# Wearing Many Hats: Tips to Take Your Small Shop to Big Funds

*Presented by  
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## Learning Outcomes

### Participants will gain:

- ◀ Insight on successful fundraising tips utilized by small shops
- ◀ An overview of easily accessible resources
- ◀ Funder tips on how an organization can stand out
- ◀ Time and relationship management skills from small development teams and others in the field of philanthropy
- ◀ Tips on effectively communicating your nonprofit's story



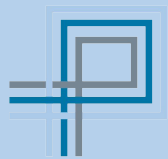
## What is a “small shop”?

**Definition 1:** Organizations where there is only one or two people working on development and those people may also have other roles (operations, communications, being an ED, etc) to occupy their time.

**Definition 2:** Asset Size: broken into eight categories using data from the IRS, with cutoffs at: \$100K, \$250K, \$500K, \$1M, \$5M, \$10M, \$100M, greater than \$100M.

**Definition 3:** The Nonprofit Times defines nonprofits based on operating budgets, with cutoffs at \$500k, \$1M, \$2.5M, \$5M, \$10M, \$25M, \$50M, greater than \$50M.





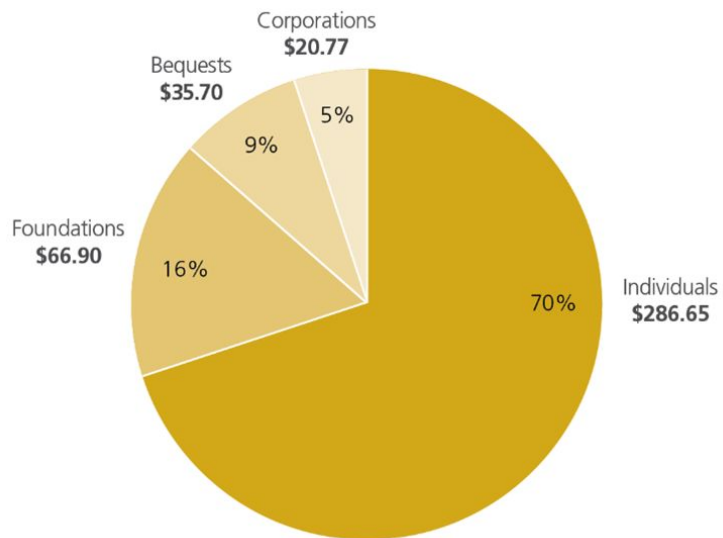
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## Tip #1:

Know the  
Funding  
Landscape



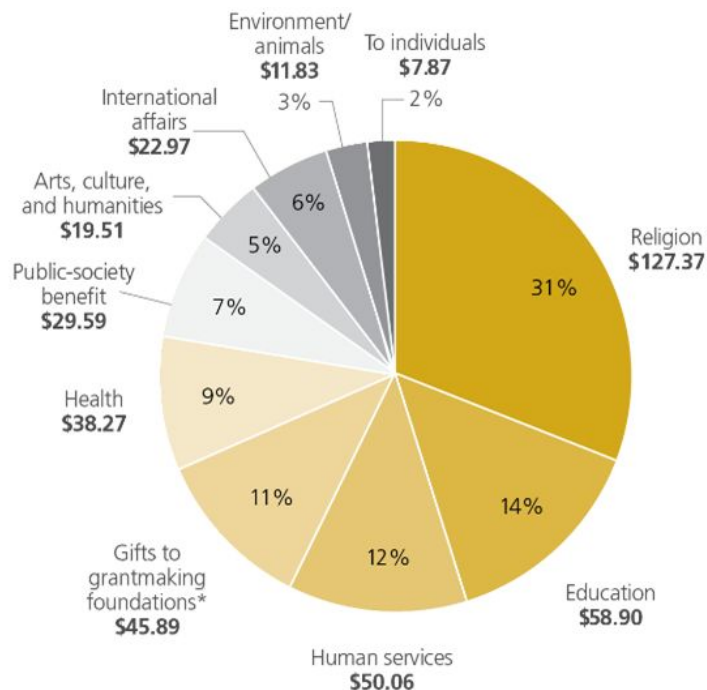
## Where is the Money Coming From?



2017 contributions: \$410.02  
billion by source  
(in billions of dollars – all  
figures are rounded)



## Where is the Money Going?



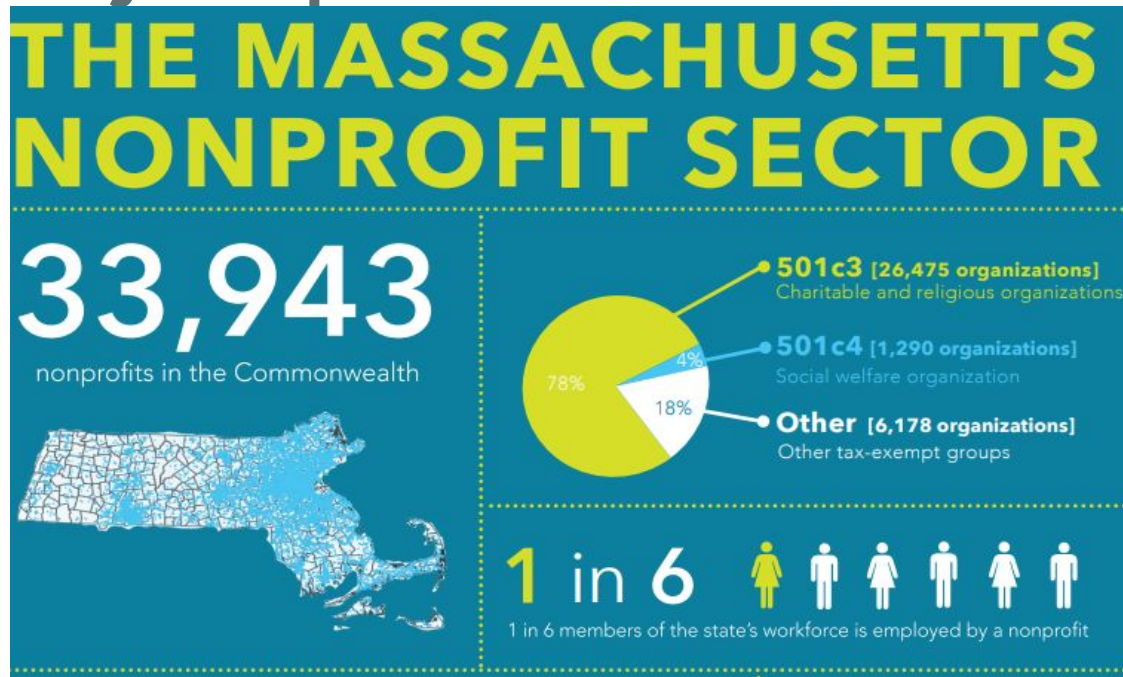
2017 contributions: \$410.02 billion by type of recipient organization  
(in billions of dollars – all figures are rounded)

## Know Your Funding Options

How are you currently funding your nonprofit and how do you plan to continue funding it?

- ◀ Contributed revenue
- ◀ Earned revenue

## How Many Nonprofits Share That Funding in MA?

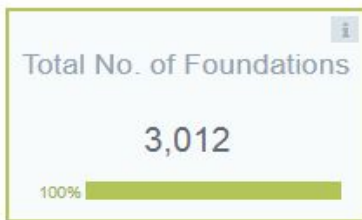


Massachusetts Nonprofit Network from: "SOI Tax Stats - Charities & Other Tax-Exemption Organizations Statistics." *Internal Revenue Service, July 2013.*



# How Many Foundations are Giving and How Much in MA?

Aggregate Fiscal Data of Foundations in Massachusetts, 2014





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## Tip #2:

Understand  
Yourself and  
Your Peers



## Media Presence

**Google Yourself**

**Make Sure Your Online  
Presence is Up to Date**

**Giving Common &  
Guidestar**



## **How do you talk about yourself**

- ◀ Have common language about the work that you do
- ◀ Utilize board members' knowledge, talent, time and network
- ◀ Become known as an authority in your field (see handout for ideas)
- ◀ Make sure everyone has the “elevator pitch” handy





## Time Saver Tip



Becoming known and respected in your field can take time but makes it easier to attract resources in the long run.



## **Activity: Elevator Pitch**

Part 1:

- ◀ Select a partner (ideally someone who does not know much about your organization)
- ◀ In 1 minute describe your organization
- ◀ Provide feedback:
  - ◀ Was anything missing? Unclear?
  - ◀ What was most compelling?
  - ◀ Did you lose interest at any point?
- ◀ Switch



## An elevator speech...

### Should include...

- What you do, who for and how
- Why it is needed
- What impact your work has
- What differentiates your work from the work done by others addressing the same issue

### Should not...

- Describe the whole history of your organization
- Use jargon or acronyms
- Give too many facts, figures or data
- Assume that your audience cares

### Other things you might include:

Opportunities for engagement/involvement | An impact story | A question to get a conversation started





## **Activity: Elevator Speech**

Part 2:

- ▶ Take 7 mins to rewrite your 1 min speech
- ▶ With the same partner, practice your revised speech and provide feedback
- ▶ Switch







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## Tip # 3

Do Your  
Homework





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## **In doing your homework, you stand a better chance of**

- ◀ Aligning with the 'right' funders
- ◀ Requesting the appropriate level grant (rightsizing your grant request)
- ◀ Being a competitive applicant
- ◀ *...and most importantly, using your time to increase resources most efficiently*



## Grantmaker Research Tools:

- ◀ Foundation Directory Online - (<http://foundationcenter.org/connect-with-us/find-us>)
- ◀ Philanthropy Massachusetts Grant Makers Directory - available to Philanthropy MA members



## Time Saver Tip



Looking at past list of grantees is a quick way to ascertain funder-fundee alignment



## Requests for Proposals:

- ◀ The Foundation Center RFP Bulletin:  
<http://philanthropynewsdigest.org/>
- ◀ Philanthropy MA RFP database  
(Associate and Fellows level Partners)  
<http://www.agmconnect.org/rfp-database>
- ◀ City of Boston Funding Update:  
<http://www.cityofboston.gov/intergovernmental/weekly.asp>

## Time Saver Tip



PND Newsletter sign up - RFPs are emailed to you



## Other Resources

- ◀ [Instrumentl](#)
- ◀ [Chronicle of Philanthropy](#) subscription includes access to [Grantstation](#)
- ◀ [Boston Business Journal annual Book of Lists](#) and BBJ events
- ◀ [Benevon](#) Method (formula for individual donor cultivation)
- ◀ [Fidelity Charitable DAF](#) Info (information about Donor Advised Funds)



## Time Saver Tip

Download the Fidelity [DAF Direct Widget](#)



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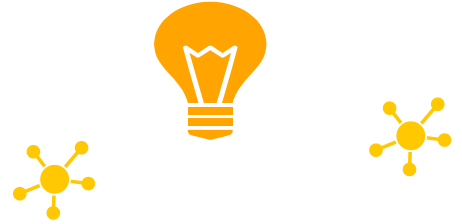


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## Tip #4:

Invest in Your  
Relationships





**Question:** What words come to mind  
when you think of *relationship*?



- ▶ Your connection to any of the previously mentioned funding sources comes down to getting to know and working with people
- ▶ Key steps to building a relationship:

**Identify  
Prospect**

**Reach  
Out**

**Follow Up**

**Cultivate**

**Keep  
Engaged**

- ▶ Cultivation is slow and takes time; it's not as simple as identifying a prospect and soliciting them for funds; there has to be some level of engagement



You've received a green light to  
submit a proposal! **Now what?**



## **Maintaining the Relationship**

- ▶ If you have received a grant, saying thank you is key!
- ▶ Know the preferred communication method of your funder
- ▶ Show the impact of the donation on an ongoing basis
- ▶ If you do not receive a grant, ask for feedback



## Time Saver Tip



When you have received one or more years of funding from a source, ask them if they can recommend you/introduce you to other funders; request a letter of support.

**Tip # 1:** Know the Funding Landscape

**Tip # 2:** Understand Yourself and Your Peers

**Tip # 3:** Do Your Homework

**Tip #4:** Invest in Your Relationships

## Special thanks to:

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School of Business

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# Thanks!

## Any questions?

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