



BETH G CONSULTING

Fund it! Building Community and Funding All Programs

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Grants & Foundations

Pros:

- *Possibility for repeat/increase, deepen over time
- *Great for “concrete” asks
- *Excellent “local” sources of funding
- *Can be done by a single person

Cons:

- *Mission Creep
- *Supplemental Funding
- *Often nonrenewable
- *Don't forget to report back

Individual Donors

Pros:

- *Possibility to repeat AND INCREASE!
- *Great personal/connected sources of funding
- *Definitely deepen over time
- *Can be done by a single person!
- *Easier to make abstract asks!

Cons:

- *Stewardship - must do this
- *Campaigns Giving Tuesday

Program Ads/Sponsorships

Pros:

- *Possibility to repeat AND INCREASE!
- *Excellent way to connect with the community
- *Can potentially grow over time
- *Exchange services with vendors in the community
(i.e. exchange ads with the newspaper example, DJ services for the event, etc...)
- *Yearly process – depends on what the organization has to offer

Cons:

- *Yearly process
- *Time involved
- *Committee work
- *Renewable but have to deliver

Events! Spaghetti Dinners Fundraising Programs, VIP Events, Benefits, Galas

Pros:

- *Celebrations, Social
- *Can bring in some money
- *Grow new donor pools
- *Board engagement
- *Yearly process

Cons:

- *Most time, least payoff
- *Large-group support
- *Possible to lose money

Tips for Success: Organization is key

- 1) Development Calendar: Create a Year Calendar (by month) of all activities
- 2) Grant Proposals: Always do your research! Letter of inquiry, Contacts? Timeline
- 3) Donors: Cultivate donors with 6-8 touchpoints
 - a) Initial gift is typically 1/10th of potential gift
 - b) Work to cultivate one-time gift to monthly or periodic gifts
- 4) Consider *wording* on documents for impact:

**Version 1: Would you be willing to donate to help 400 children receive music education?*

**Version 2: Would you be willing to donate \$5 to help 400 children receive intensive instrumental music education?*

**Version 3: Would you be willing to make a gift of \$200 to help support 400 children receiving music education?*

- 5) Create a board or advisory board; then engaging your board: Low Level, Mid Level, High Level,
 - a) Working board v. Governing Board

- 6) Campaign Phases: Planning - Solicitation & Implementation - Follow up & Stewardship

Above all else! Stewardship!!!! Thank them! Thank them again! Thank them in as many ways as possible!