New to Private Fundraising: Where to Start?

Michelle Hamilton, CFRE
VP, Development, Charlotte Symphony
Objectives

- Fundraising or development
- Understanding donor segments
- Building your donor base
- Creating a development plan
Fundraising or Development?
Understanding
Donor Segments
Donor Segments

- Foundations
- Corporations
- Individuals
Who really gives what?

Giving USA: The Annual Report on Philanthropy for the Year 2013

- 72% Individuals
- 15% Foundations
- 8% Corporations
- 5% Bequests
Building Your Donor Base

- Board members
- Friends
- Event attendees
- Volunteers
- Book donors
- Book buyers
- Library card holders
- Staff
Building a Development Plan

- Buy-in
- Goals
- Case for support
- Prospects
- Timeline
- Resources
Avoid the Pitfalls

- “Everyone should give to the library!”
- “We need a big corporate underwriter!”
- “Let’s plan a gala/party/event!”
Resources

- Givingusa.org
- GuideStar - Guidestar.org
- Association of Fundraising Professionals - afpnet.org & your local chapter
- Grant Professionals Association - grantprofessionals.org
- Foundation Center - foundationcenter.org
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