

## ANY PLACE WE LOVE CAN BE SAVED\*: FUNDRAISING AS BUILDING PRESERVATION FRIENDSHIPS

### 2016 Conference Workshop Proposal to Preservation Alliance of West Virginia in Track 3: Building connections for stronger organizations and communities

#### DESCRIPTION

*Note: This workshop is appropriate for both new and experienced fundraisers.*

Most fundraising workshops start with skills—and end with skills. This one is outcomes-focused. The outcome is not only quick money in the immediate but long-lasting money that mirrors the long-term nature of preservation.

Preservation of place offers specific fundraising benefits and challenges. On the negative side, fundraising year in and year out for the same place can get old—to both fundraisers and donors. On the positive side, having a physical place helps build “preservation friendships” by giving donors and future donors a place we fundraisers can teach them too to call “home.” The year-in, year-out challenge of fundraising is changed as we build these kinds of friendships because friends care about small changes in each other's lives--we don't require enormous, extreme developments in our preservation place to keep our development work in the fundraising sense interesting, engaging and financially sustaining.

This workshop's four 75-minute sections have 15-minute breaks between first and second, and third and fourth sections, plus lunch between second and third sections, per best adult learning practices:

The first section of the workshop builds up to fundraising by starting with learning successfully to communicate our love for the place we seek to preserve. Too often, we are too quiet when it comes to expressing how we *feel* about a place, in detail. Doing so is important because what convinces us is what make us convincing to others. With a series of exercises, we'll learn not simply to “share” but to communicate clearly and in detail our feelings, paying attention to remaining *within* each person's comfort zone.

The second section of the workshop takes us right into the hardest part of fundraising for most people: asking for support. This skill is so basic we forget we already have it. Participants will learn what to do to prepare for an ask, and how to follow up after an “ask.” Most importantly, we will practice our asks at least twice in front of each other, and getting detailed tips for improving confidence and success.

The third section will explore different “vehicles” for raising money—crowdfunding, memberships, events and larger donor cultivation and solicitation. It will become clear quickly that each type of fundraising is just that—a *vehicle* for communicating our feelings + asking for support. Each vehicle has its best uses. We'll explore these in detail, drawing out and drawing on the experiences and questions participants have had about them.

Our fourth section will put it all together, helping participants choose which vehicles they want to use when. We'll have time for each participant or each group to sketch a plan for annual fundraising that isn't limited to any single vehicle and includes the three Rs of long-lasting fund development: relationship-building, record-keeping, and recognition.

\*This proposal's title was inspired by Alice Walker's *Anything We Love Can Be Saved*.

## **ABSTRACT**

This workshop is outcome-focused: not just quick money (although that will be one result) but a loyal donor base ensuring long-lasting money for the long haul, mirroring the long-term nature of preservation. The workshop teaches how to ask for funds but doesn't *start* there. It starts rather with what we already have: a strong feeling for “our” place. It teaches us how to use that to invite support year-round through a planned approach combining a variety of types of fundraising, from crowdfunding and memberships to events and large donor cultivation and solicitation, emphasizing the three Rs of long-lasting fund development: relationship-building, record-keeping, and recognition.

## **CONTACT INFORMATION**

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## **QUALIFICATIONS, CREDENTIALS, AND EXPERIENCE**

**SKILLS:** Fundraising (all aspects from most to least personal and including fundraising planning), organizational development, Board development, grassroots community organizing, event planning and execution, relationship-building in organizational context, writing (from promotional to philosophical), editing, coaching and consulting in all of the above.

**TEACHING AND TRAINING EXPERIENCE:** As a doctoral student in a college of education, I taught Educational Foundations courses to undergraduate student teachers. As a fundraiser, I've taught major gifts, strategic planning, annual planning for fundraising, Board development and self-care for fundraisers and organizers. You can see a menu of RAISING CLARITY's training expertise here: <http://raisingclarity.com/project/training-resources/> .

**BIO:** I'm both a heady and a passionate person. I've got a Ph.D. in the philosophy of education, specializing in bringing academic and lay knowledge communities together especially for environmental preservation, with an actively anti-racist component. I work as a coach and consultant with builders of Beloved Community who want help seeing and moving through obstacles to abundance in realization of their projects. I'm also a published French translator, book coach, writer, and editor, as well as the (formerly homeschooling) mother of a teen daughter.

## **LOGISTICS AND COST**

**I'LL PROVIDE:** I will supply an electronic master copy of: our agenda, exercises, and articles as handouts detailing major topics.

**WHAT I'D LIKE PAWV TO PROVIDE:** Photocopies for participants of master copies supplied; chairs in a circle if possible; additionally, tables participants can write on; a blackboard and chalk or poster paper and *non* dry erase markers, a well-lit space that is far enough away from coffee-break areas to require a bit of a walk, if possible.

**AVAILABILITY:** Any/all of the three conference dates (September 22, 23, 24.).

**COST:** \$800. In addition, I would exchange six free 30-minute consulting “cafe” sessions the evening or day following my workshop (for the first six to sign up), plus an hour of coaching or consulting for PAWV (redeemable any time during 2016) for one night's lodging (shared is fine) + meals needed.