

DANCE USA:  
GIVING COMING OUT OF  
THE RECESSION

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# Key Issue

**For today:** What must we accomplish to sustain our dance organizations' operations and serve our community well?

*AND*

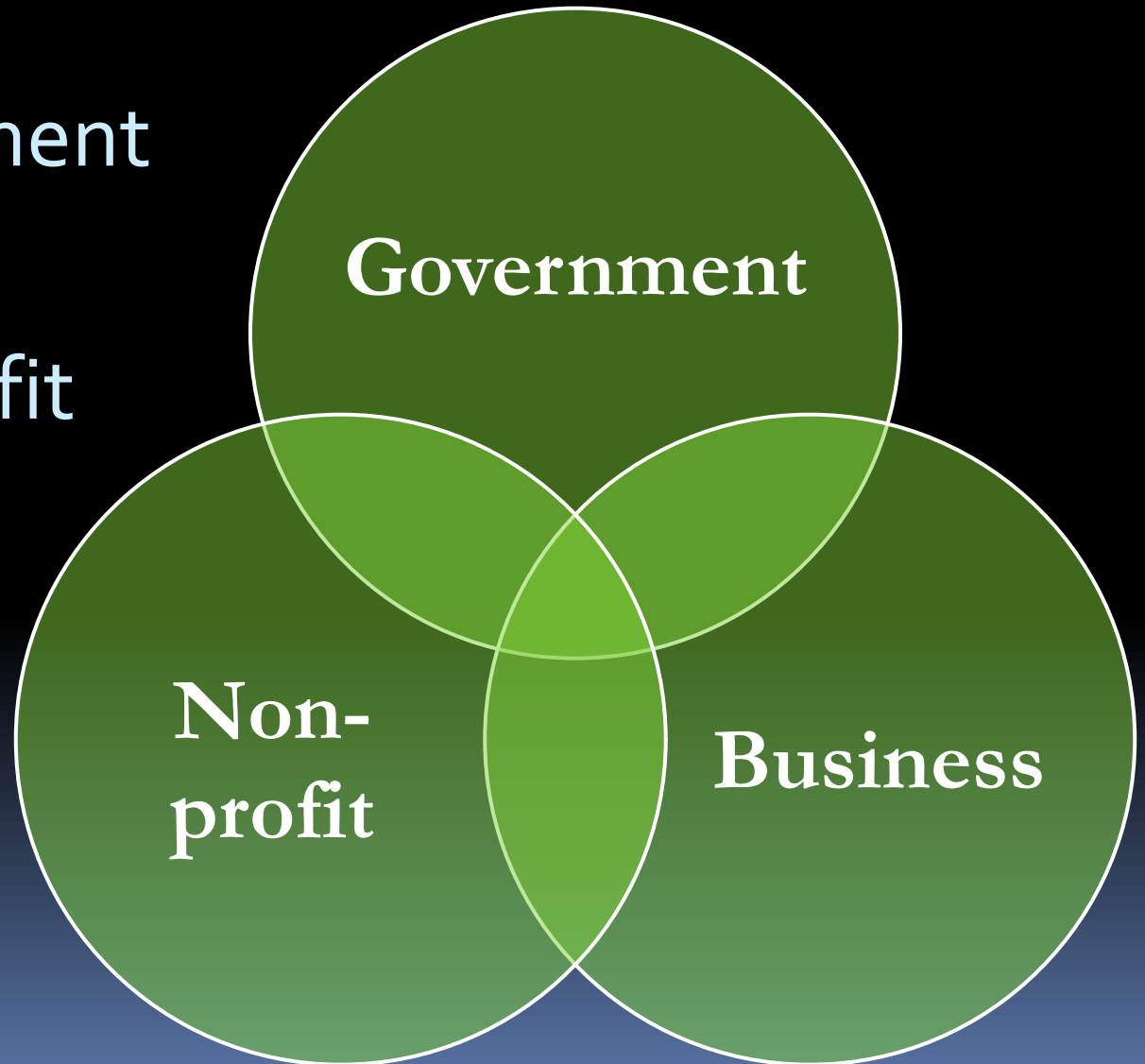
**For the future:** What must we achieve to position our organization for capital improvements and endowment growth that will fulfill our shared vision?

# Dance Operating Income

- Earned Revenue
- Contributed Gifts
- Government Sources
- Endowment Income

# How our society works

- Government
- Business
- Non-profit



# Board Responsibilities

- Mission
- Leadership
- Resources

# ASK

- Cultivation
- Solicitation
- Stewardship

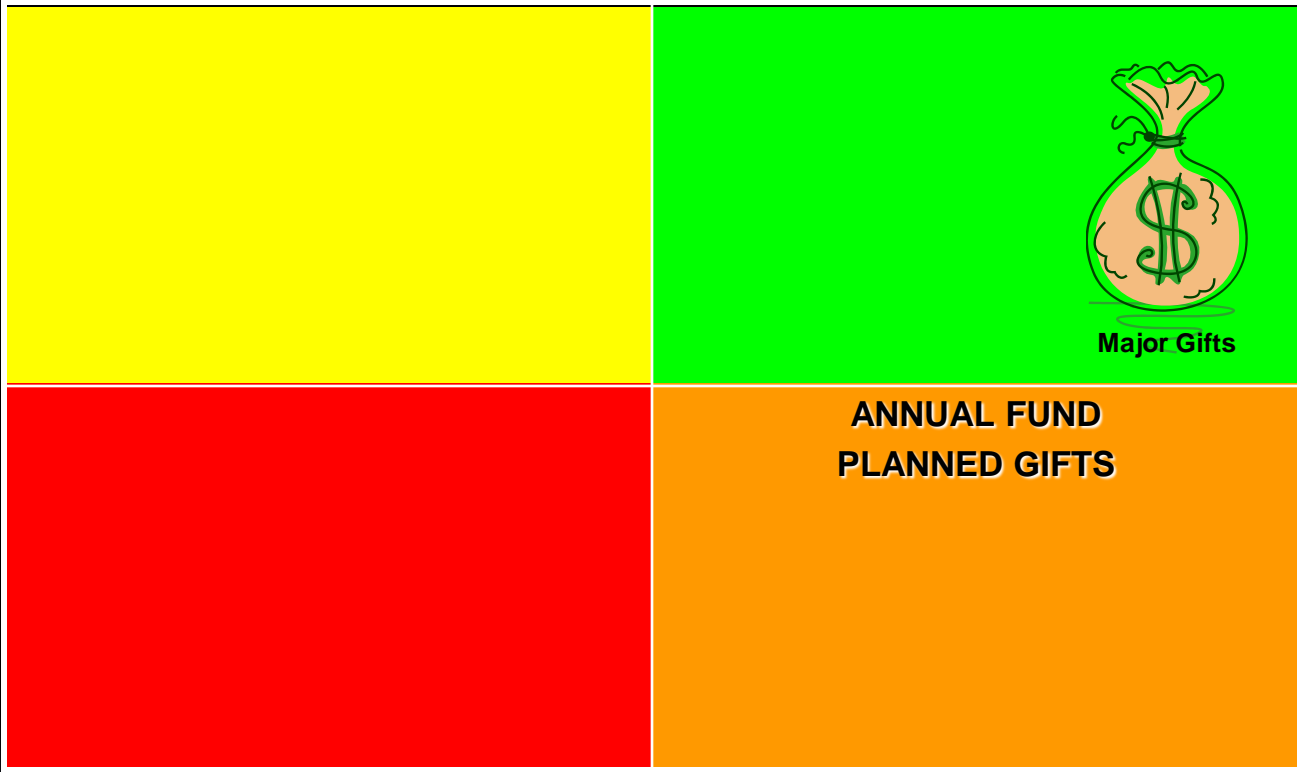
# Successful fundraising requires

- **MISSION/CASE:** “What will my gift enable our organization to do that it is not now doing or it will not be able to do?”
- **LEADERSHIP:** “Who is going to tell the story and make the ask, keep us motivated and motivate others to give?”
- **RESOURCES/FUNDRAISING PLAN:** “How are we going to do it?” “Where will the leadership gifts come from?” “Who will be our core sustaining supporters?”

# CONNECTIVITY MATRIX



High



Major Gifts

ANNUAL FUND  
PLANNED GIFTS

Low

Low

Passion for your Dance Organization

High

# GIVING USA 2011

The Annual Report on Philanthropy for the Year 2010

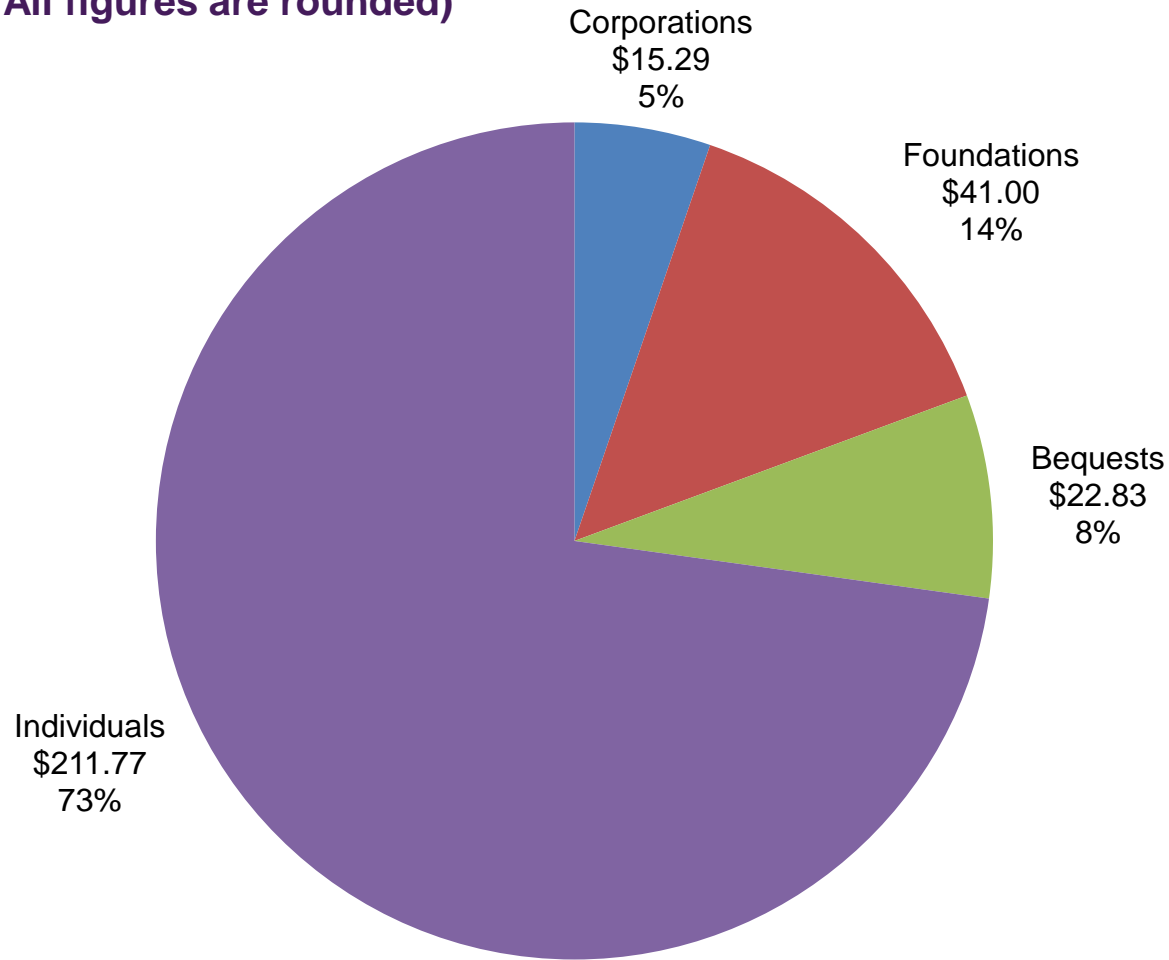


*June 21, 2011*

Alexander·Haas

# 2010 Charitable Giving Total = \$290.89 billion

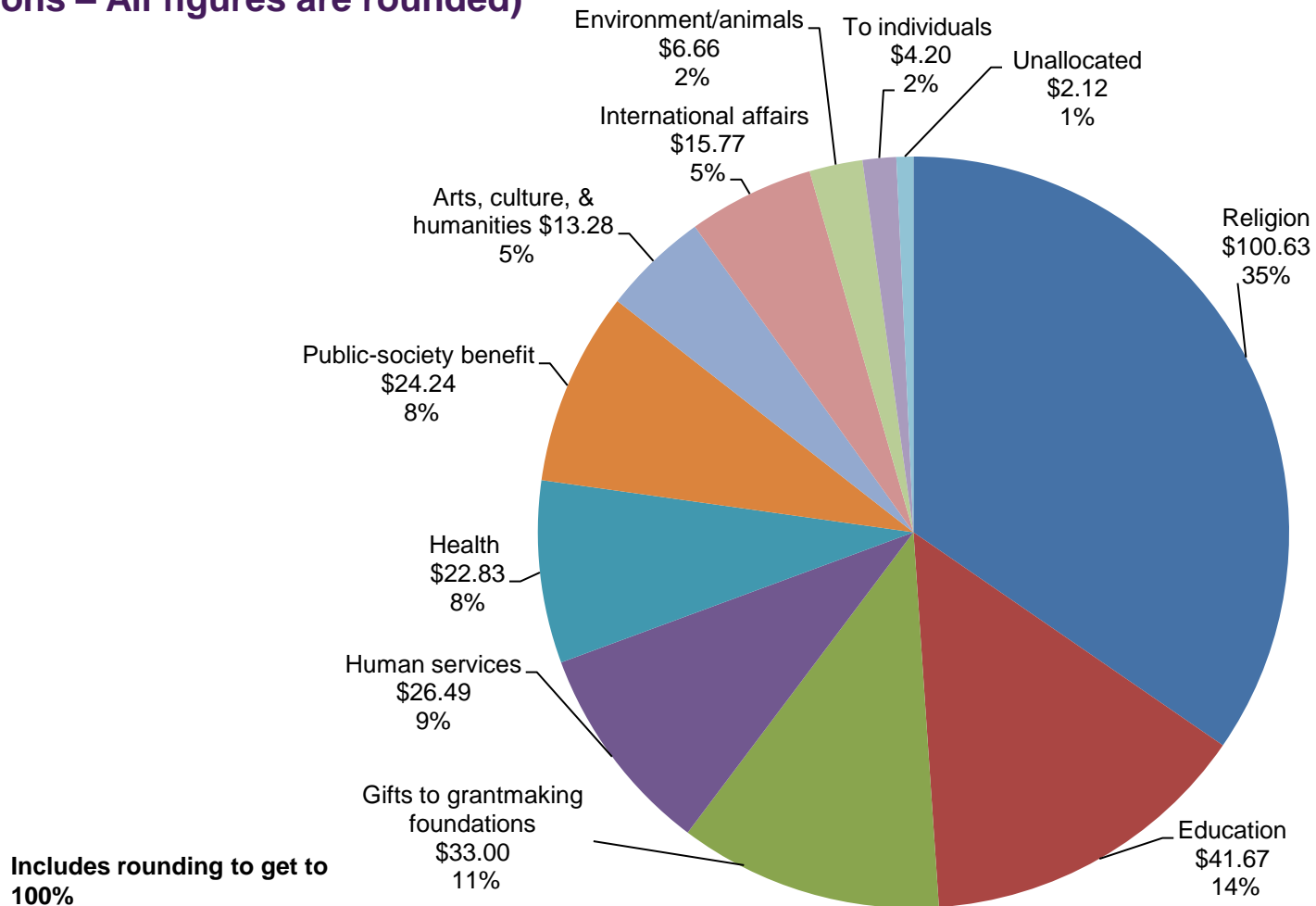
(\$ in billions – All figures are rounded)



# Types of Recipients of Contributions, 2010

## Total = \$290.89 billion

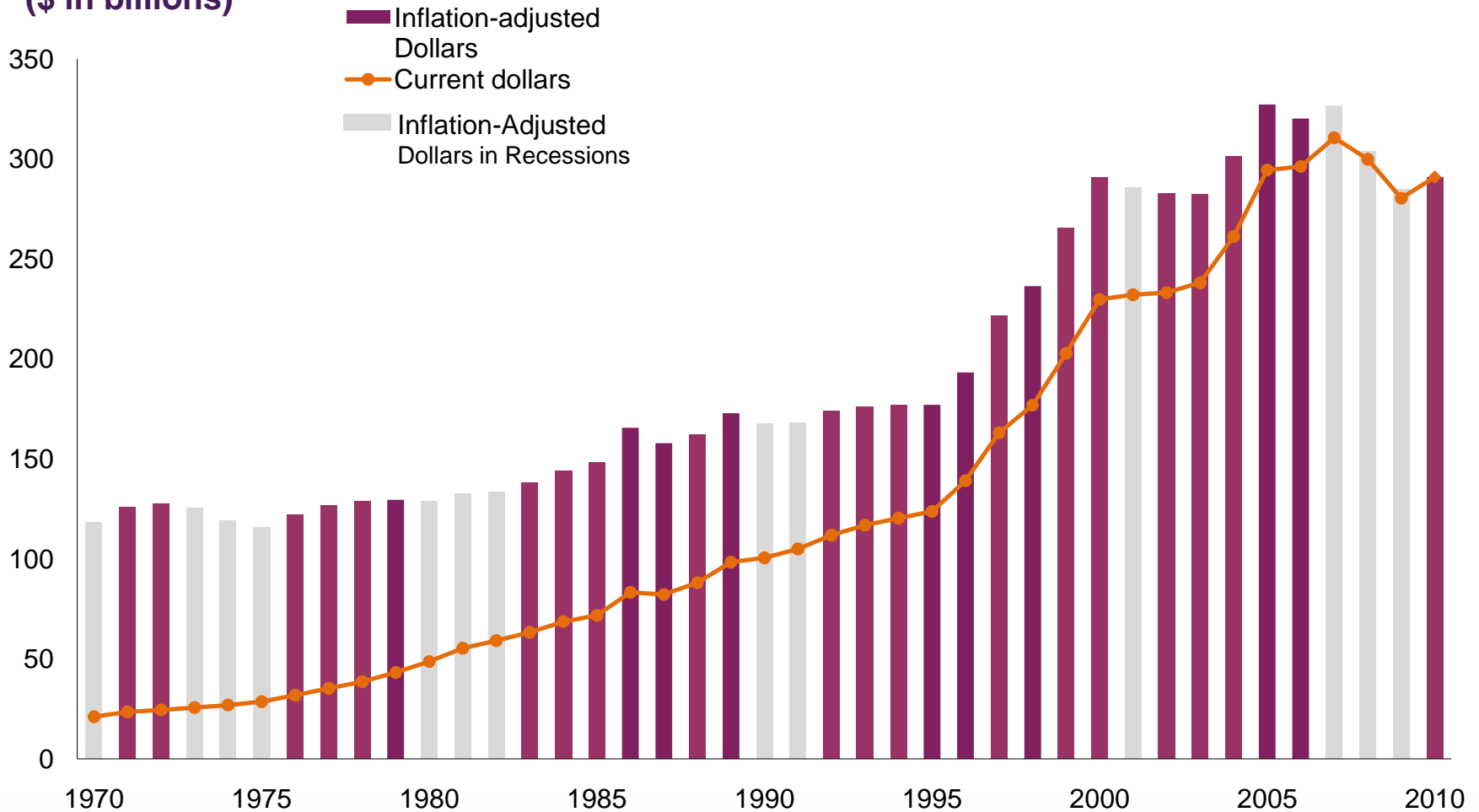
(\$ in billions – All figures are rounded)



Includes rounding to get to 100%

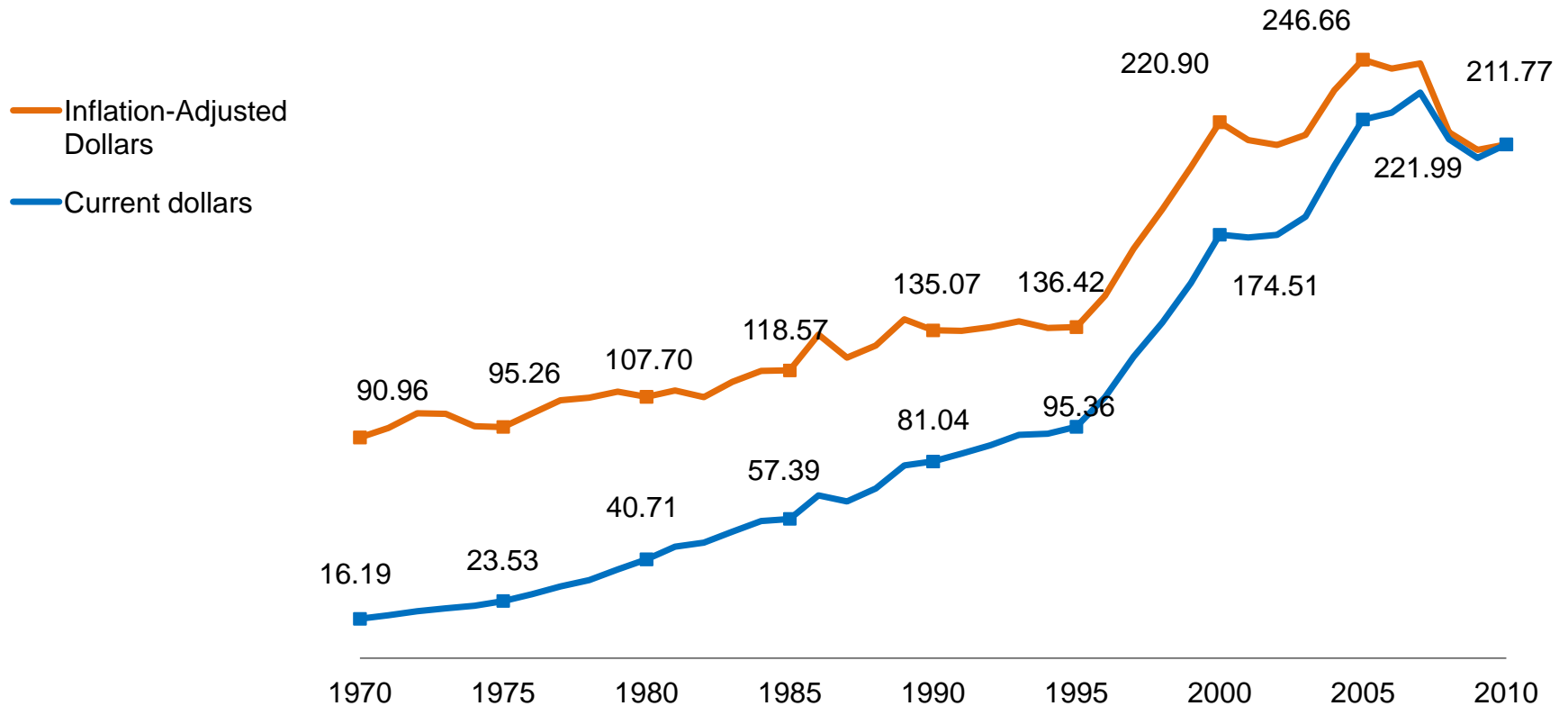
# Total Giving, 1970–2010

(\$ in billions)



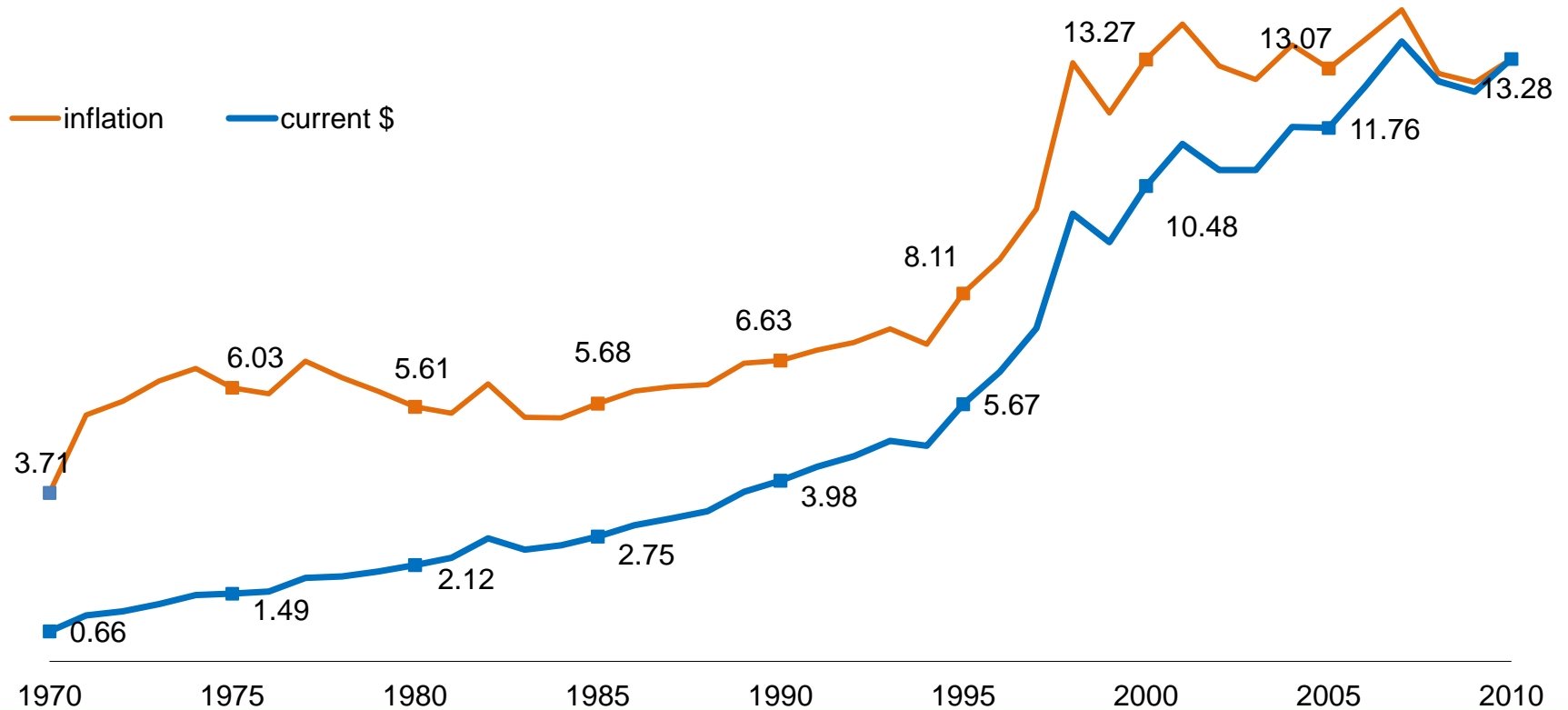
# Giving by Individuals, 1970–2010

(\$ in billions)

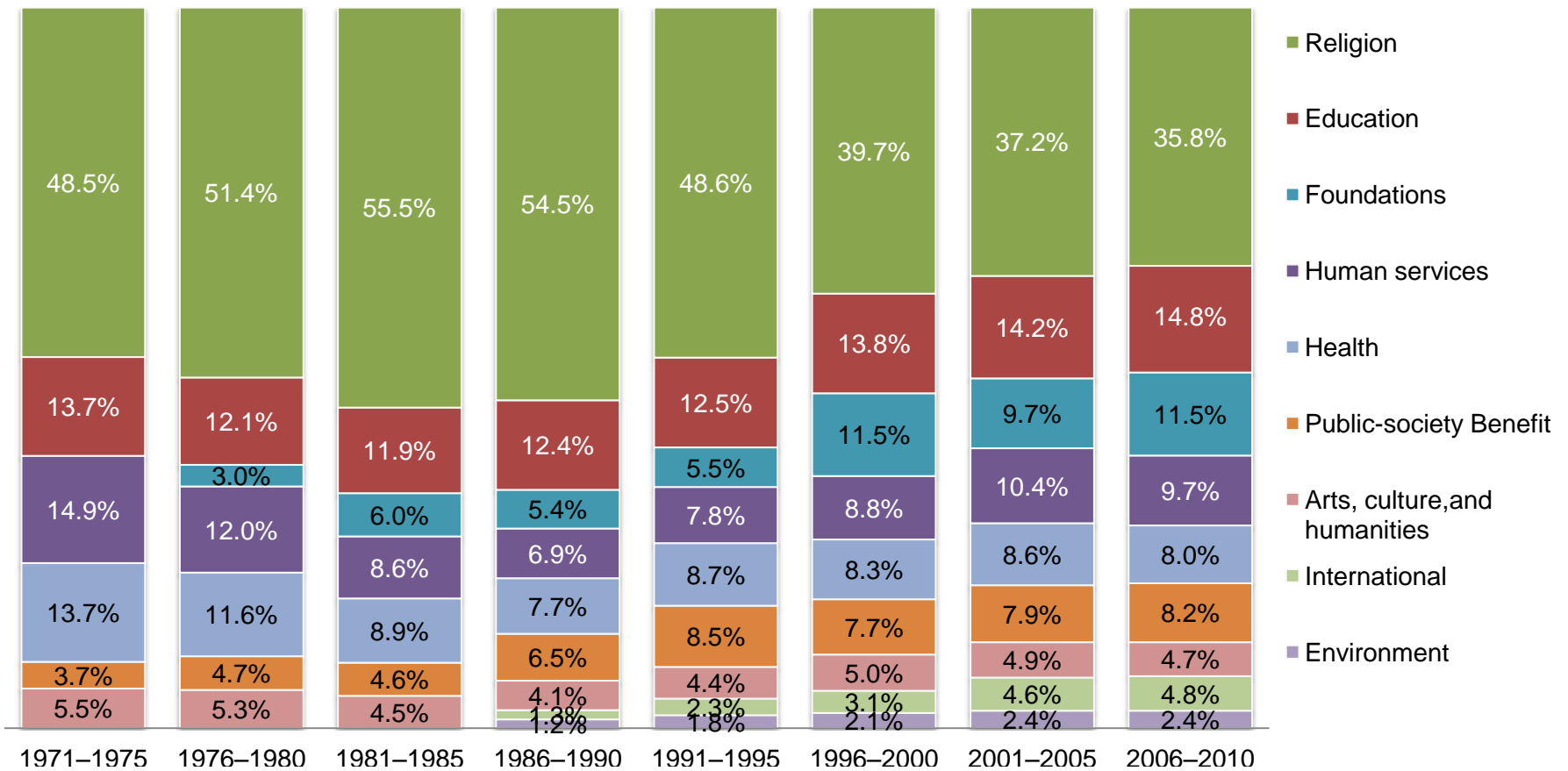


# Giving to Arts, Culture, and Humanities 1970–2010

(\$ in billions)

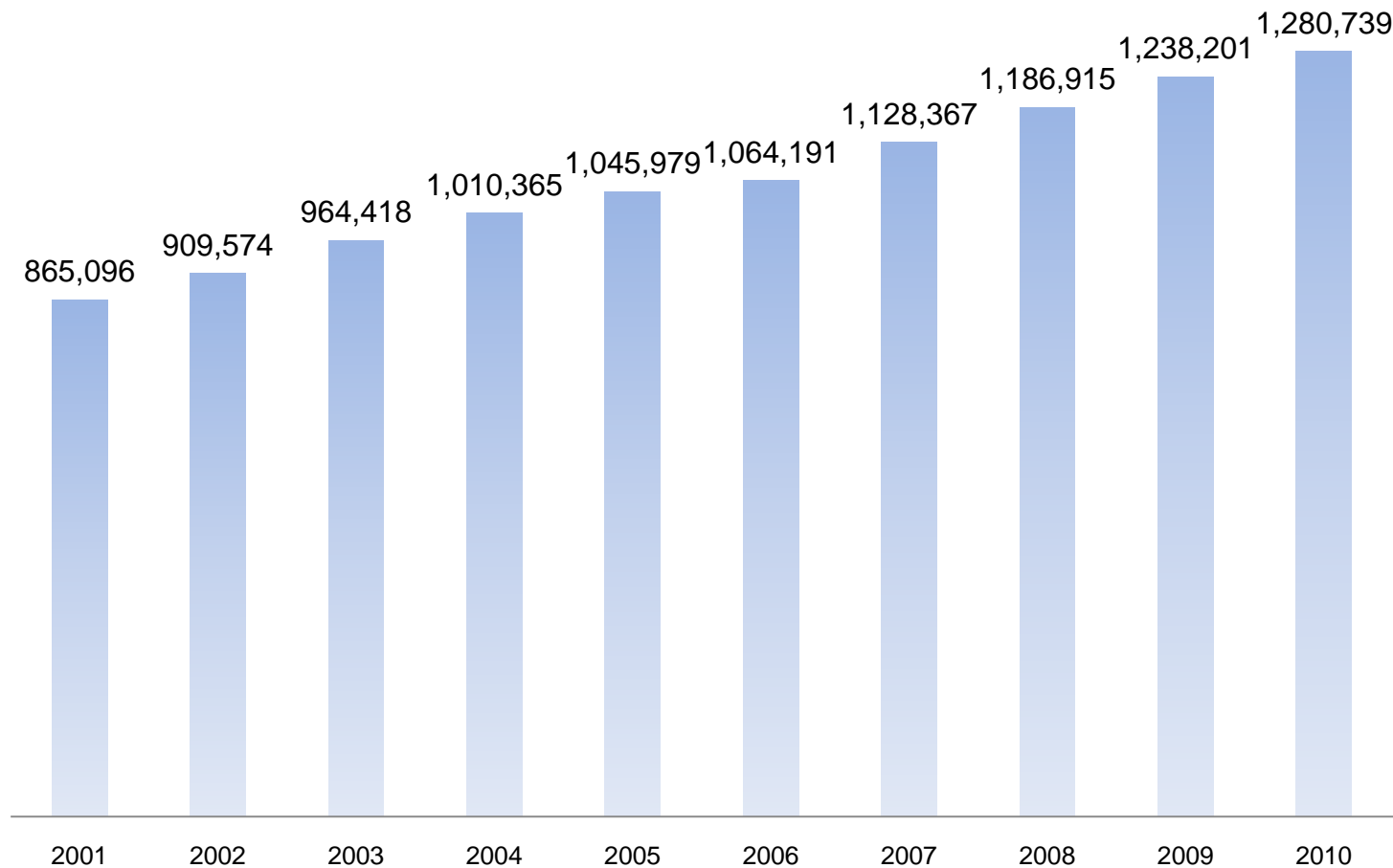


# Giving by Type of Recipient as a Percentage of Total Giving Five-year Spans; does not include "Unallocated"



Data began in 1978 for foundations and in 1987 for environment/animals and international affairs.

# The Number of 501(c)(3) Organizations 2001–2010



Data: IRS Data Book, Table 25, by fiscal year

# Fundraising Trends – Post Recession

1

You must have a credible business plan that demonstrates how you will sustain yourself

# Fundraising Trends – Post Recession

## 2

You must be able to document

- your success
- real needs

# Fundraising Trends – Post Recession

# 3

The geometry of fundraising has changed



# Fundraising Trends – Post Recession

4

The pitch for endowment as a stabilizer  
has been debunked

# Fundraising Trends – Post Recession

# 5

What you raised in your last campaign is  
**NOT** the minimum goal for the next  
campaign

# Fundraising Trends – Post Recession

6

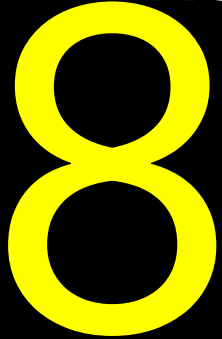
Foundation giving will take longer to  
recover

# Fundraising Trends – Post Recession

7

Pledging has become taboo for some donors

# Fundraising Trends – Post Recession



Lead, follow – or just form a committee

# fundraising Trends – Post Recession

9

Poor development work between  
campaigns is taking a big toll

# Fundraising Trends – Post Recession

# 10

Patience is not just a virtue it is an  
absolute necessity

# Fundraising Trends – Post Recession

# 11

Donors have taken a step back and  
prioritized who they support

# Other Trends

- Time limited naming opportunities
- Donor Screening and analytics increasingly useful
- Printed materials going virtual
- Research telling us more about donor motivations
- Development staff turnover rates continue upward
- Public universities ramping up fund raising levels
- More churches professionalizing development

THANK YOU

Q&A

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