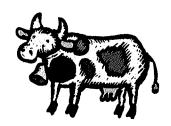# R|A|M
Racine Art Museum

Laura D'Amato
Director of Operations and Development
262-898-1412
ldamato@ramart.org

A very wise person once told me .... If you want milk from a cow--go straight to the cow! Nurture her, build and earn her trust and take care of her. Don't just send her a letter asking for more milk!

Individuals are the largest source of funding for nonprofit organizations. According to Giving USA, total charitable giving in the U. S. reached more than $290.89 billion in 2013.

Corporations give in order to get exposure, publicity, notoriety and recognition. Their funding often revolves around particular events and projects.

Special Events-a specific party or "happening" that raises money for a cause or for an organization. These can, at times, be effective but can be expensive and very labor intensive for an organization.

Foundations-Corporate, Family, and Community: These are private grant makers associated with a corporation (usually separately managed); created by a family unit; or a place for residents to support and/or leave a legacy.

Government Grants-Applications for this type of funding are often quite complicated and time consuming, but their funding can be quite substantial. See www.grants.gov for information and a listing of available federal grants.

Identify your focus- Publicize your focus
- Community Newsletter
- Present to other Community Groups
- Social Media-Facebook, Twitter

Identify any business partners that may align, philosophically, with your mission-Build relationships and partner with other service groups and share resources
- Donors want to give to things that align with their mission or their passion
- Look at a corporation's past giving trends, corporate value statements and annual reports
- www.guidestar.org is a good source for information about foundations and other charities

Be transparent and accountable -well over 50% of new donors have gone to an organization's website to learn more about it before they give.

What can your Board or Members do?
- Help with special events
- Make public presentations and be visible
- Write personal notes/emails
- Make phone calls, not emails thanking people for gifts

And two last thoughts . . .
- *Funding Begets Funding.*
- *More often than not...people give to people . . . not places.*