
A Framework for Philanthropy

Chattanooga Public Library

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Overview

Outline for Effective Fundraising

July 1, 2020 - June 30, 2021

Areas of Focus

- Building a Culture of Philanthropy
- Identifying Needs
- Filling the pipeline - How do we get there?
- Donor Relations

What does success look like?

Building a Culture of Philanthropy

Objectives:

- Instilling the belief that all staff members are members of the development office!
 - Positive customer experience = \$\$\$
 - Develop an employee giving program. Employee input on program/project funding objectives year-over-year. This provides opportunity for employee buy in.
 - Offer incentives at giving levels.
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Identifying Needs:

Objectives:

- Work closely with key stakeholders to determine funds needed for programing and projects.
 - Prioritize workflow to accomplish funding needs measured against established timeline.
 - Build relationships with community leaders, foundations, and corporations to determine interest in identified needs and log info into development database
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Filling the Pipeline

How do we reach our goals?

Goal: \$250,000

- After needs assessment, reach out to community funders and identify potential partnerships.
 - Develop a major funders list from prior donor lists, committee lists, board members - then move to cultivation on new donors.
 - Identify grant opportunities based on program/project needs.
 - Work in concert with the FOL to build a robust membership/annual donation campaign.
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Donor Relations

Objectives:

- Draft all acknowledgement letters as well as tax documentation.
(completed)
 - Get creative with our communication!
 - First, 5th, 10th donation thank you postcards!
 - Special opportunities: birthdays, important community announcements, etc.
 - Donor recognitions and annual report
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Schedule

Identify needs for programs and projects with key stakeholders, Leadership Giving

Deadline for Holocaust exhibit funding. Apply for 1st Quarter grants

\$250,000!!!



Identify and apply for corporate \$\$\$ before year-end deadlines

Start reaping rewards from donor relations and cultivation

Next Steps - Let's All Plug In!!!

Where/How can you assist?

- Be an advocate!
- Have coffee or lunch with me!!!
- Make introductions and open doors
- Make an annual contribution! Why, you ask?

Community Engagement

- Make sure that we are visible in the community - let people know we have a development program, and that our needs are real and vital to our mission
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Goals by next update:

1. Meet with multiple community contacts to garner support for our development program.
 2. Have a database (Raiser's Edge) in place and active.
 3. Have Holocaust Exhibit Funding secured. (\$35,000 minimum)
 4. Meet corporate requests deadline by year-end for 2021 consideration.
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Questions and Answers

Thank you!!!
