



# Building a Culture of Philanthropy at IAIA

August 25, 2021

# IAIA INSTITUTIONAL PRIORITIES

The following are the institutional priorities and financial needs informed by IAIA's Plan 22, 2020 Campus Master plan, and Dini Spheris Planning Study.

- Research Center for Contemporary Native Arts - \$5.1 million.  
Will provide funding for construction/renovation of facilities to house the Research Center
- Launch Low Residence MFA Programs in Studio Arts and Cultural Administration - \$500,000
- Scholarship Need. 300 students X 5,000 (unmet need) - \$1.5 million.  
Occurs when financial aid and scholarship awards do not meet the student's financial need.
- Endowment growth - \$1 million
- Build capacity in Institutional Advancement and Marketing and Communications - \$300,000
- New Multipurpose studio/classroom/apartments - \$14 million

Total Philanthropic Need - \$22.4 million

Time Frame – three to five years

IAIA Faculty and Staff Presentation

# Building a Culture of Philanthropy at IAIA



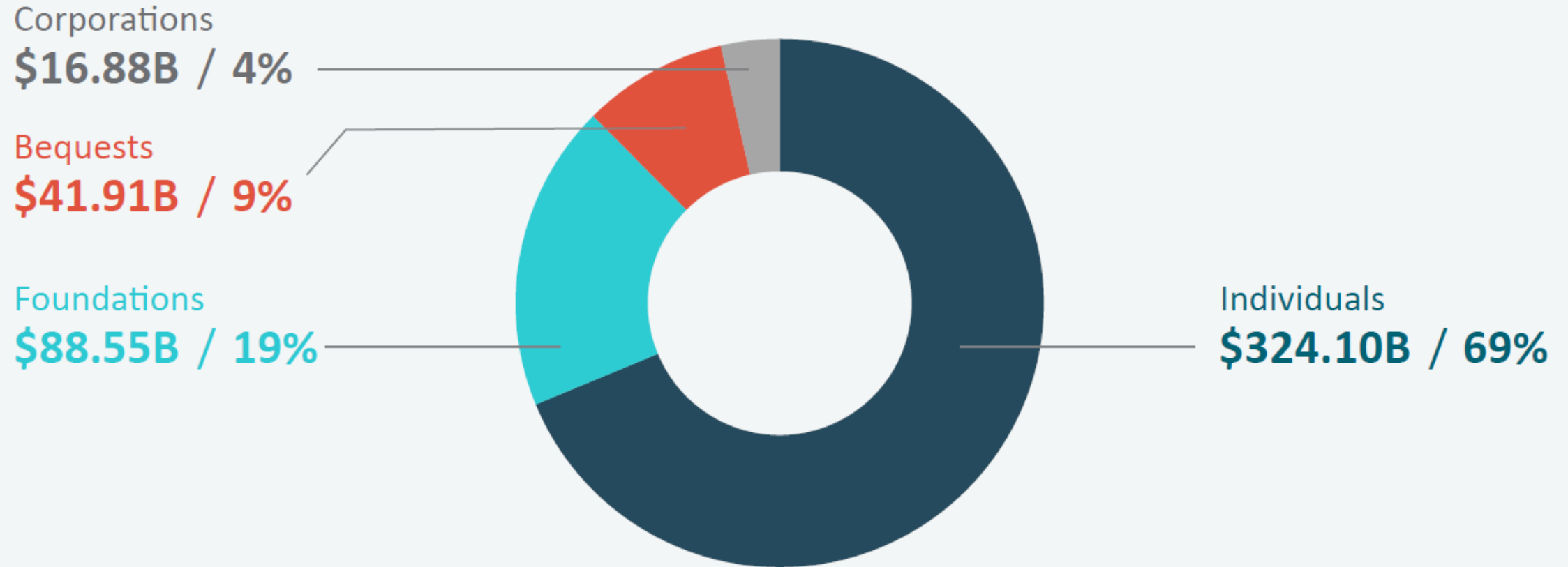


# \$471.44 billion

In 2020, Americans donated \$471.44 billion to charity, a 5.1% increase over 2019

# WHERE DID THE GENEROCITY COME FROM?

## GIVING BY SOURCE<sup>1</sup>



Source: 2021 Giving USA Report

# WHERE DID THE CHARITABLE DOLLARS GO?

## GIVING BY RECIPIENT TYPE



Source: 2021 Giving USA Report

# AMPLIFYING IAIA'S CULTURE OF PHILANTHROPY



# KEYS TO FUNDRAISING SUCCESS

Think big and invite donors to join you

Lead with a larger vision for IAIA

Deliver the message of top institutional priorities

Build and maintain momentum

Align the donor's passion to get the best gift for IAIA

Collaborate across departments

Relentlessly pursue activity

Show, don't tell

Centralize all activity through OIA and collaborate on strategy



# WHY SHOULD YOU WANT TO KNOW WHAT'S HAPPENING REGARDING FUNDRAISING?



Fundraising is a **team** sport



Success **requires** your work and commitment



Fundraising is **everyone's** responsibility



Donors want to **hear** from you



Fundraising is an institutional **priority**



This is context to equip you to help

# EVERYONE HAS A ROLE TO PLAY

Key Task	President and Trustees	Foundation Board Members	IAIA Advancement Office	IAIA Faculty & Staff
<b>Identifying Prospects</b>	<ul style="list-style-type: none"> <li>Provide names</li> <li>Leverage contacts</li> <li>Vet names &amp; engage in developing strategy</li> </ul>	<ul style="list-style-type: none"> <li>Provide names</li> <li>Leverage contacts</li> <li>Vet names &amp; engage in developing strategy</li> </ul>	<ul style="list-style-type: none"> <li>Research new potential prospects</li> <li>Share new prospects</li> <li>Track &amp; manage information</li> <li>Lead strategy sessions</li> </ul>	<ul style="list-style-type: none"> <li>Provide names</li> <li>Leverage contacts</li> <li>Tap networks to assist with research</li> </ul>
<b>Cultivating Prospects</b>	<ul style="list-style-type: none"> <li>Attend cultivation events</li> <li>Focus time on top prospects</li> <li>Receive &amp; review briefings</li> <li>Follow-up, as coordinated by Advancement Team</li> </ul>	<ul style="list-style-type: none"> <li>Host an event</li> <li>Set up a meeting, coffee, etc.</li> <li>Receive &amp; review briefings</li> <li>Follow-up, as coordinated by Advancement Team</li> </ul>	<ul style="list-style-type: none"> <li>Prepare &amp; provide briefings</li> <li>Plan/attend events</li> <li>Provide background materials to trustees, faculty, staff, board members &amp; volunteers</li> <li>Coordinate follow-up</li> </ul>	<ul style="list-style-type: none"> <li>Plan/attend events</li> <li>Coordinate follow-up in partnership with Advancement Team</li> </ul>
<b>Soliciting Donors</b>	<ul style="list-style-type: none"> <li>Solicit top prospects</li> <li>Follow up, as coordinated by Advancement Team</li> </ul>	<ul style="list-style-type: none"> <li>Accompany &amp; share your story</li> <li>"Join me"</li> <li>Follow up, as coordinated with the Advancement Team</li> </ul>	<ul style="list-style-type: none"> <li>Prepare materials</li> <li>Provide assignments</li> <li>Coordinate solicitation meetings &amp; follow-up</li> <li>Brief cultivation &amp; solicitation team participants</li> <li>Train &amp; practice with all participants</li> <li>Participate in solicitations</li> </ul>	<ul style="list-style-type: none"> <li>Partner with Advancement Team to coordinate briefing meetings, solicitation meetings &amp; follow-up</li> </ul>
<b>Stewarding Donors</b>	<ul style="list-style-type: none"> <li>Stay engaged with top donors</li> <li>Personally thank top donors</li> <li>Stewardship events</li> </ul>	<ul style="list-style-type: none"> <li>Stay engaged with new donors</li> <li>Send personal thank yous</li> <li>Thank-you calls</li> </ul>	<ul style="list-style-type: none"> <li>Coordinate offering thanks in seven (7) different ways</li> <li>Send mailings &amp; updates</li> <li>Think about the next ask</li> </ul>	<ul style="list-style-type: none"> <li>Assist with thank you calls and mailings</li> </ul>
<b>Overall Strategy</b>	<ul style="list-style-type: none"> <li>Develop fundraising strategy with board &amp; Advancement Team</li> <li>Advocate for the importance of fundraising</li> <li>Create a culture of philanthropy</li> <li>Support a culture of philanthropy with the Foundation board</li> </ul>	<ul style="list-style-type: none"> <li>Develop fundraising strategy with Advancement Team</li> </ul>	<ul style="list-style-type: none"> <li>Develop fundraising strategy with trustees, faculty, staff, board members &amp; volunteers</li> <li>Advocate for the importance of fundraising</li> </ul>	<ul style="list-style-type: none"> <li>Influence culture of philanthropy</li> </ul>

# INSTITUTIONAL PRIORITIES

## SCHOLARSHIP SUPPORT

– 91% of our students require financial assistance to meet their tuition, housing, and food needs

- Named Scholarship
- Endowed Scholarship Fund
  - Full scholarship (\$150,000)/Half scholarship (\$75,000)

## ACADEMIC PROGRAMS


– Support for visiting artists, new equipment, student internships, and other innovations

- Sponsor an Artist-in-Residence
- Fund an academic program
- Support the new Research Center

# IAIA'S VALUE PROPOSITIONS




IAIA is the birthplace of contemporary Native art.



IAIA's mission is *to empower creativity and leadership in Native Arts and cultures through higher education, life-long learning, and outreach.*



Our vision is to be the premier educational institution for Native arts and cultures.



An IAIA education provides an opportunity for students to rediscover their traditions and heritage, affirm their identities, and succeed as artists, writers, educators, and leaders in their communities and beyond.

# THANK YOU

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