



RON SCHILLER
FOUNDING PARTNER

ASPEN • LEADERSHIP • GROUP

**BELIEF
AND
CONFIDENCE**

**EVERYONE IN THE ORGANIZATION
PLAYS A ROLE**

LEAGUE OF AMERICAN ORCHESTRAS

JUNE 2015



BELIEF AND CONFIDENCE

Givers make their largest gifts in support of ideas in which they believe and have confidence, and which are being pursued by people in whom they believe and have confidence.



BELIEF AND CONFIDENCE

- Far from a simple proposition:
- Must be *internal* as well as *external*,
- in the context of a changing landscape,
- in a highly competitive environment surrounded by negativity and pessimism.



BELIEF AND CONFIDENCE

DONORS:

- Belief in the importance of giving
 - Wealthy \neq Philanthropic
- Confidence in their families' financial circumstances—present and future



BELIEF AND CONFIDENCE

DONORS:

- Belief in the organization's mission
- Confidence in the organization's leaders
- Confidence in the leaders' vision and strategic planning



BELIEF AND CONFIDENCE

DONORS:

- Confidence in the organization's financial strength and stability—present and future
- Belief in the organization's capacity to raise additional funds



BELIEF AND CONFIDENCE

ORGANIZATIONAL LEADERS:

- **Belief that the organization is worthy of philanthropic investment: Donors scale gifts**
- Belief and confidence in the organization's strategy and planning, and ability to inspire belief and confidence in others—internally and externally
- Belief and confidence in each other



BELIEF AND CONFIDENCE

ORGANIZATIONAL LEADERS:

- Confidence in donors as *philanthropic partners*
- Confidence in the organization's capacity and ability to meet fundraising goals



BELIEF AND CONFIDENCE

STAFF, MUSICIANS, *EVERYBODY*:

- Belief in the future of classical music (which has been “dying” for centuries); Belief in

RELEVANCE

- Confidence in organizational leaders

- Confidence in plans and goals

- Belief that their individual contributions will make a difference



BELIEF AND CONFIDENCE

“The festival is a truly special place. Kay and I have long believed in it, especially the incredible students whose energy keeps classical music vital. We’re just so grateful that we’re able to do this.”

Matthew Bucksbaum, who with Kay gave \$25 million, the largest gift in the Aspen Music Festival and School’s history (the previous largest gift was \$4 million)



BUILDING BELIEF AND CONFIDENCE: LANGUAGE AND APPROACH

- Need, or *shared objective*?



BUILDING BELIEF AND CONFIDENCE: LANGUAGE AND APPROACH

- Need, or *shared objective*?
- Ability to impress, or *mutual respect*?



BUILDING BELIEF AND CONFIDENCE: LANGUAGE AND APPROACH

- Need, or *shared objective*?
- Ability to impress, or *mutual respect*?
- Organizational benefit, or *mutual benefit*?



BUILDING BELIEF AND CONFIDENCE: LANGUAGE AND APPROACH

“My support of the arts has allowed me to meet amazing people who enrich my life,” says Mercedes Bass. “I learn a lot from them, and it’s great fun to be with them. They include world-renowned soloists but also the people who build an organization’s artistic reputation each and every day—the conductor, the orchestra players, the chorus master, the chorus members, and so on.”



BUILDING BELIEF AND CONFIDENCE: LANGUAGE AND APPROACH

- Need, or *shared objective*?
- Ability to impress, or *mutual respect*?
- Organizational benefit, or *mutual benefit*?
- Persuasion, or *trust*?



BUILDING BELIEF AND CONFIDENCE: LANGUAGE AND APPROACH

- Need, or *shared objective*?
- Ability to impress, or *mutual respect*?
- Organizational benefit, or *mutual benefit*?
- Persuasion, or *trust*?
- Gratitude alone, or *gratitude coupled with results*?



BELIEF AND CONFIDENCE

Flag Bearers:

CEO and CDO



BELIEF AND CONFIDENCE

Flag Bearers:

CEO and CDO

Everyone in the organization



BELIEF AND CONFIDENCE

Key lessons from new book:

- **73% of high net worth individuals have a plan for their philanthropy, yet fundraisers rarely ask**
- **Largest and most satisfying gifts described as self-solicited/self-initiated**



BELIEF AND CONFIDENCE

“Most of our gifts have been self-investigated and self-initiated,” says Dennis Keller (whose family has given nearly a dozen eight-figure gifts). “The best way, that has the happiest reverberations for philanthropists and organizations, is to encourage deep engagement through which philanthropists figure out what they want to do based on their core beliefs and informed desires to help.”

