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# **BELIEF AND CONFIDENCE**

**THE TWO MOST IMPORTANT ELEMENTS IN A  
SUCCESSFUL FUNDRAISING PROGRAM**

**LEAGUE OF AMERICAN ORCHESTRAS**

**JUNE 2014**



# 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.



# BELIEF AND CONFIDENCE

## DONORS:

- Belief in the importance of giving



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Wealthy  $\neq$  Philanthropic



# 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





# BELIEF AND CONFIDENCE

## DONORS:

- Belief in the organization's mission
- Confidence in the organization's leaders



# 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 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

## DONORS vs. ORGANIZATIONAL LEADERS

“Donors are usually the easiest when it comes to sight-raising,” says Curt Simic. “Getting an organization’s leadership to raise their sights must be accomplished first. Otherwise, donors will sit on the sidelines or gravitate to other organizations with bold vision and leadership.”

“Donors who have a history with the organization can be among the most helpful in raising the sights of internal leaders,” he adds.



# **BELIEF AND CONFIDENCE**

## **ORGANIZATIONAL LEADERS:**

- **Belief that the organization is worthy of philanthropic investment:**

### **Donors scale gifts**

- Top donor society? (SBC)
- Top campaign giving opportunity? (CMU)
- Big idea? (UC)



# BELIEF AND CONFIDENCE

## ORGANIZATIONAL LEADERS:

- 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

## ORGANIZATIONAL LEADERS:

- 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:

- 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
- Confidence in the CDO



# BELIEF AND CONFIDENCE

## ORGANIZATIONAL LEADERS:

- Confidence in donors as *philanthropic partners*



# 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

## DEVELOPMENT STAFF:

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



# BELIEF AND CONFIDENCE

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- Confidence in plans and goals



# BELIEF AND CONFIDENCE

## DEVELOPMENT STAFF:

- Belief in the future of classical music (which has been “dying” for centuries)
- Confidence in organizational leaders
- Confidence in plans and goals
- Belief that their individual contributions will make a difference (reason for leaving)



## 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)





# BELIEF AND CONFIDENCE

MENDELSSOHN CHOIR OF PITTSBURGH

Belief and confidence in the board

Belief and confidence in the plan

Choir member had belief and confidence in the mission!



# BUILDING BELIEF AND CONFIDENCE: LANGUAGE AND APPROACH

- Need, or *shared objective*?



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



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- 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

*Every* advancement staff member





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