Creating the Conditions to Attract Your Largest Gifts

Dr. Donald A. Hasseltine
Aspen Leadership Group
League of American Orchestras May 2019
Principal factor in choosing a cause or nonprofit organization to support

- Personal Values (78%)
- Compelling Pitch (6%)

Source: U.S. Trust Survey - HNW Philanthropy
Impact Matters More Than Prior Affiliation

- Shared Objective and Impact
- VS
- Affiliation and Giving Back
Criteria to Identify Philanthropic Partners

Wealth Capacity

Inclination ↔ Philanthropic Priority
Personal Circumstances

Financial  Business  Family  Health  Privacy  Time
Belief and Confidence in Organization

DONOR BELIEF & CONFIDENCE

- Belief in Mission
- Confidence in Financial Planning and Management
- Confidence in Leaders
- Confidence in Strategy
- Confidence in Vision
What DONORS want from ORGANIZATIONAL LEADERS

“Donors are usually the easiest when it comes to sight-raising,” says Curt Simic, former long time VP at Indiana University.

“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.”
“Make Big Plans: Aim High in Hope and Work”

Quote from Daniel Burnham, 1893
Ask Donors about THEIR Priorities

“Most fundraisers don’t think to ask prospective donors about their ideas, or about what they are trying to accomplish with their philanthropy,” says Ann Ziff.

“They miss an opportunity to gain potentially valuable input and information. Taking the time to learn about donor objectives allows for true dialogue and a more robust conversation.

When organization and donor vision can be brought into alignment, some truly exciting things happen.”

ASPEX LEADERSHIP GROUP
Engagement

• CEO
• Chief Development Officer
• Chair of the Board
• Program leadership
• Development Board leadership
Philanthropist Engagement

More than 75% of those interviewed made their largest most transformative gifts to an organization for which a family member was serving or had served on the board.
Belief and Confidence Checklist:
Potential Donor

- Belief in the Importance of Giving
- Confidence in the present and future personal financial circumstances
- Confidence in overall personal circumstances
- Belief in the organization's mission
- Confidence in the organization’s leaders
- Belief in the Vision and confidence in the organization’s strategy
- Confidence in the organization's financial strength and stability
- Confidence in the organization’s capacity to raise additional funds from others
Belief and Confidence Checklist: Organizational Leaders

- Belief that their organization is worthy of philanthropic investment at levels they are seeking
- Belief and confidence in each other's leadership, vision, strategy, and planning
- Confidence in their chief development officer and their development program
- Confidence in their organization’s capacity to meet fundraising goals
- Belief in philanthropic partnership
Belief and Confidence Checklist: Staff and Volunteers

- Belief in their organization’s mission
- Confidence in their organization’s leaders, plans, and goals
- Belief that their individual contributions make a difference
• Founded in 2013
• Dedicated to talent management for advancement professionals
• Philanthropy Career Network
• Conduct the most number of advancement searches in the country
• Executive coaching and consulting for principal gifts, culture of philanthropy, diversity and more

www.aspenleadershipgroup.com