The Plastic Fundraising-is-Inevitable Show featuring the ARLIS/NA Mothers of Invention, Blind Faith, 10 Years After and the Development Experience

April 2, 2001

Art Libraries Society of North America 29th Annual Conference, Los Angeles, CA

Moderators:
Martha Childers, Nelson-Atkins Museum of Art
Jill Patrick, Ontario College of Art & Design

Sponsor: ARLIS/NA Development Committee

Facilitators:
Milan Hughston, Museum of Modern Art
Debbie Kempe, Frick Art Reference Library
Jack Robertson, Thomas Jefferson Foundation at Monticello
Kathryn Wayne, UC Berkeley

Jill Patrick initiated discussion by posing four questions for the facilitators and audience to consider: opportunities, obstacles, improvements, and new ideas.

Milan: ARLIS/NA needs to do a better job soliciting its own members, especially in the areas of planned giving, bequests, estate planning. We need more professional-looking brochures, etc. We must clearly indicate what the $$ given will support. MOMA can help ARLIS/NA develop a planned giving brochure.

Debbie: ARLIS/NA should develop a clearly viewed chart that allows all members to track fund-raising over time. It’s important that we develop a programming concept, which will be seen as a “good cause” by membership and others. Use personal connections whenever possible—“people give to people”.

Jack: Keep it personal, cultivating exhibitors, members, etc. Develop the stewardship idea. Hold special events around which there would be sales and advertising. Use the ARLIS/NA website to promote awards and donors and also the Silent Auction. Track who’s contributed over time and maintain a database of donors. All donors must be thanked—with level of donation determining how. Publicize opportunities to give to artists, book dealers, etc. Give something tangible to exhibitors who contribute.

Kathryn: the ARLIS/NA President should take over fundraising for major, international and institutional gifts. Chapters can raise on the local level. Silent Auction is important event. Must involve the exhibitors in the Silent Auction. Give donors all the PR you can. It’s important to go to exhibits and acknowledge exhibitors—especially for the President, etc.

Several ideas were discussed during a brainstorming session: new twist for Silent Auction to keep the idea fresh; solicit more contributions from local stores and restaurants; conduct a survey to identify members with contacts that might be productive; develop a shopping list of funding opportunities; create a list of activities that are supported through donations; create a planned-giving brochure and a development web page where prospects can obtain information on ARLIS/NA and the benefits of giving; seek funding for an innovation award; seek more funding for travel awards for new members.

It was suggested that the following prospects be targeted in 2002/2003: systems vendors, museum vendors, gallery systems, art dealers, foundations, and local businesses.

The Development Committee will continue to solicit comments and feedback from the ARLIS/NA membership.