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## **Summary Report**

Thanks again to the Virginia Association of Museums for the opportunity to be a 2019-2020 VAM Leadership and Advocacy fellow. During the fellowship, I reviewed and researched current philanthropy and donor cultivation trends. For my final project, I worked with my VAM board mentor on a list of interview questions to ask museum and nonprofit professionals to learn more about philanthropy and fundraising. Over the last few months, I spoke via telephone with 25 museum and nonprofit professionals across the Commonwealth of Virginia to learn more about philanthropy, fundraising, and donor cultivation trends. I asked these individuals about development at their organizations, best practices, their own individual giving habits, and engaging donors. Enclosed are the questions I asked and a summary of the comments I received during the interviews. The survey results share fundraising strategies and feedback on cultivating and informing the next generation of supporters.

### **Tax Reform**

There were a few areas in the survey that surprised me. This group has not seen a big difference yet at their sites from new tax reform laws. Only one person shared that

they had seen an increase in donations from donor advised funds. Over the next few years, it will be interesting to see how tax reform will impact donations.

### **New Methods for Fundraising**

I was hoping to get more feedback on sites using modern giving tools, like text-to-give campaigns. However, I was surprised that many were utilizing social media and adding donate buttons on Facebook posts to get donations. Several participants were happy that Facebook was helping them raise funds.

### **Engaging the Next Generation**

When it comes to engaging the next generation of donors, there was a lot of great notes from the group. We must continue to engage members of our communities with the mission and vision of our organizations. We need to make giving options easy, informative, and share the value of the support we receive. During the interview, several participants mentioned that they support their children's activities and schools. Instilling giving at a young age will also help cultivate the next generation of donors.

### **Final Thoughts**

Overall, this was a fun project and I enjoyed connecting with a variety of nonprofit professionals to learn more about philanthropy from their point of view. Each generation of survey participants was passionate about their work and driven to engage

the public with the mission of their organization. Thanks again to all the museum and nonprofit professionals for letting me interview them for this project. I appreciate your feedback and support!