



[madisongives.org](http://madisongives.org)

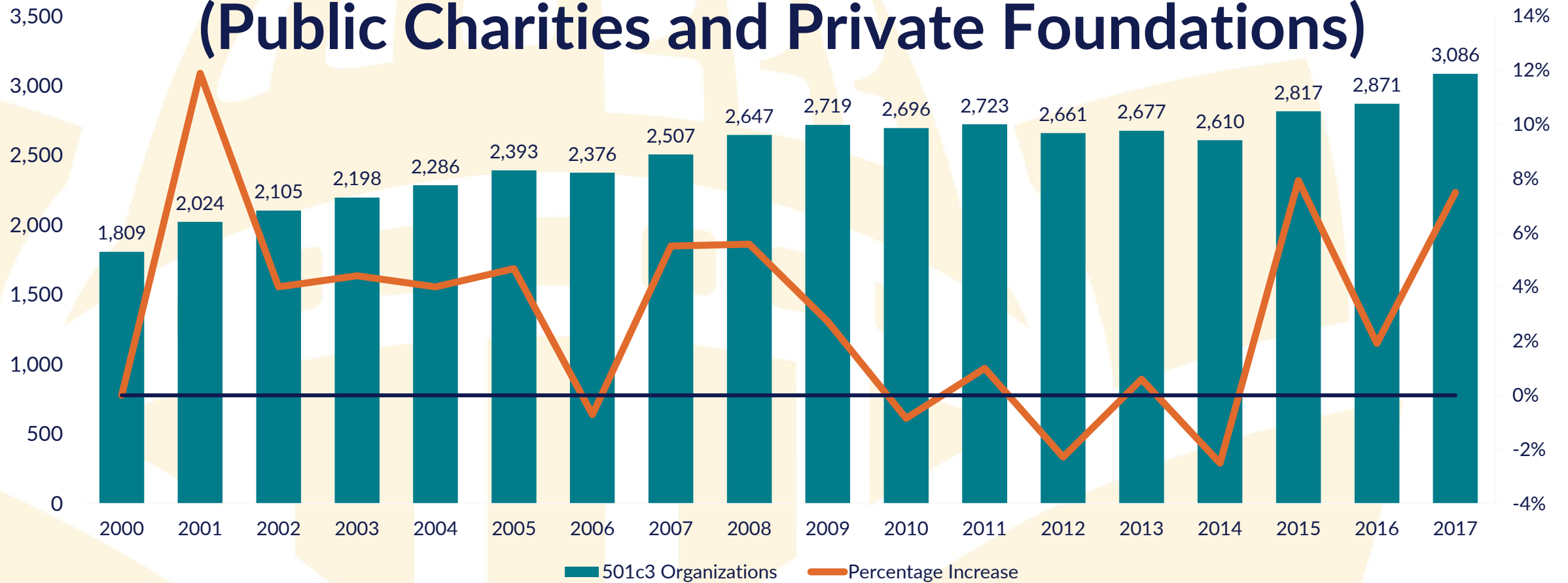
# How We Give

- 1200 Funds
- \$30 million distributed in 2022
- Half of our assets are non-profit endowments
- One third of funds are donor-advised funds
- \$2.4 million in competitive grants each year
- Five key grantmaking focus areas: arts, environment, learning, community development, capacity building



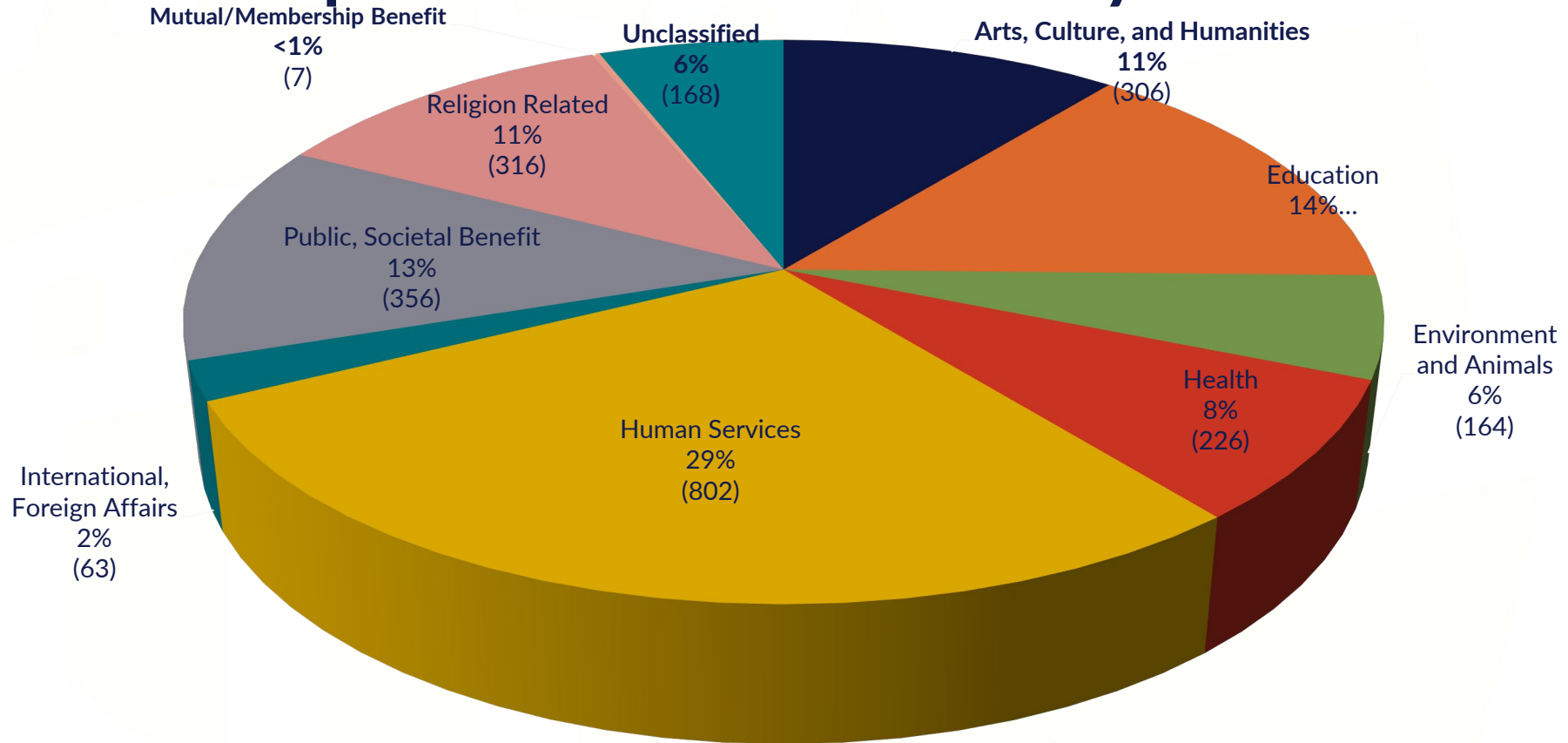
# Number of 501c3 Nonprofits in Dane County 2000 - 2017

## (Public Charities and Private Foundations)



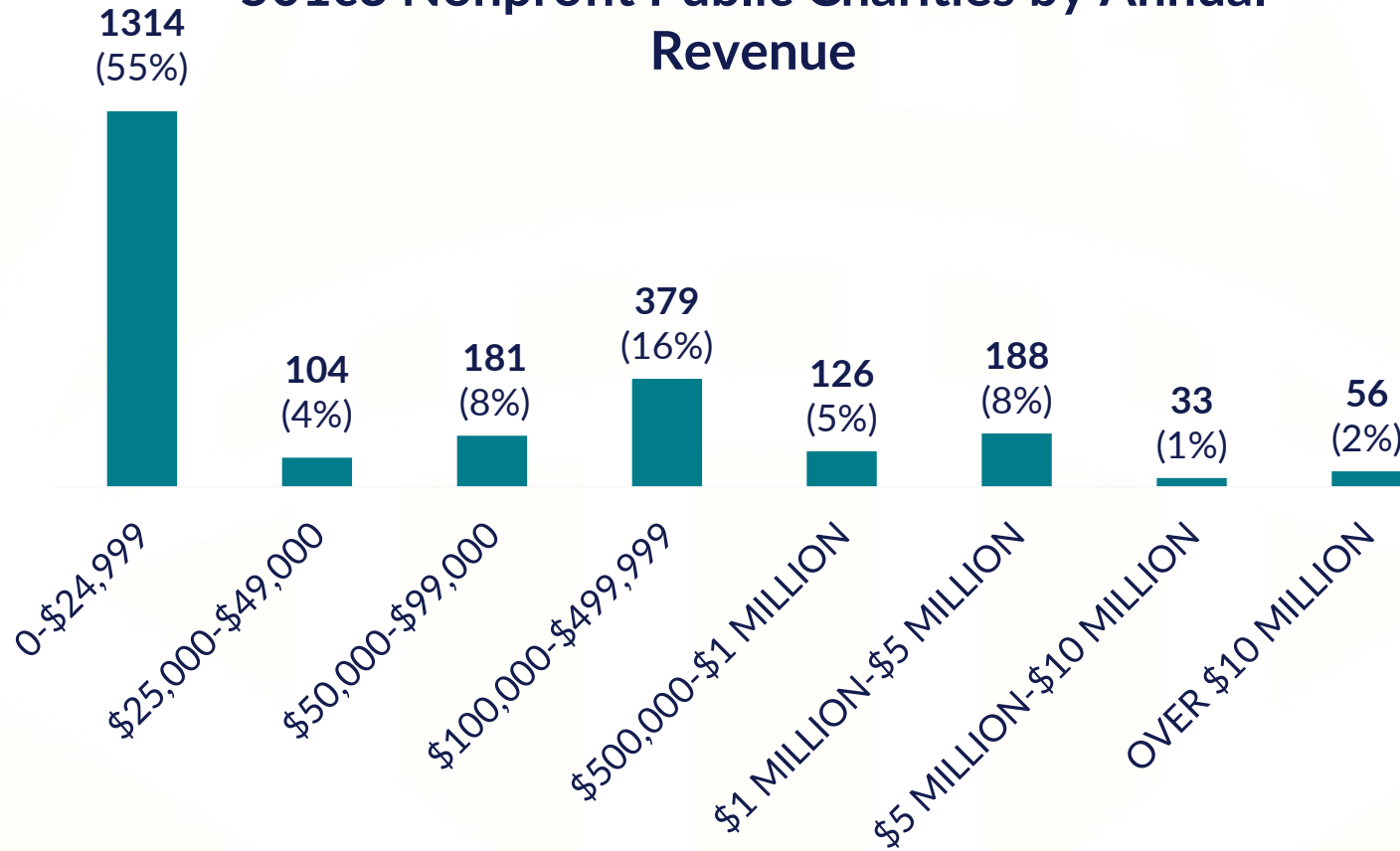
# Nonprofit Ecosystem in Dane County

## 501c3 Nonprofit Public Charities by Subsector



# Dane County Stats

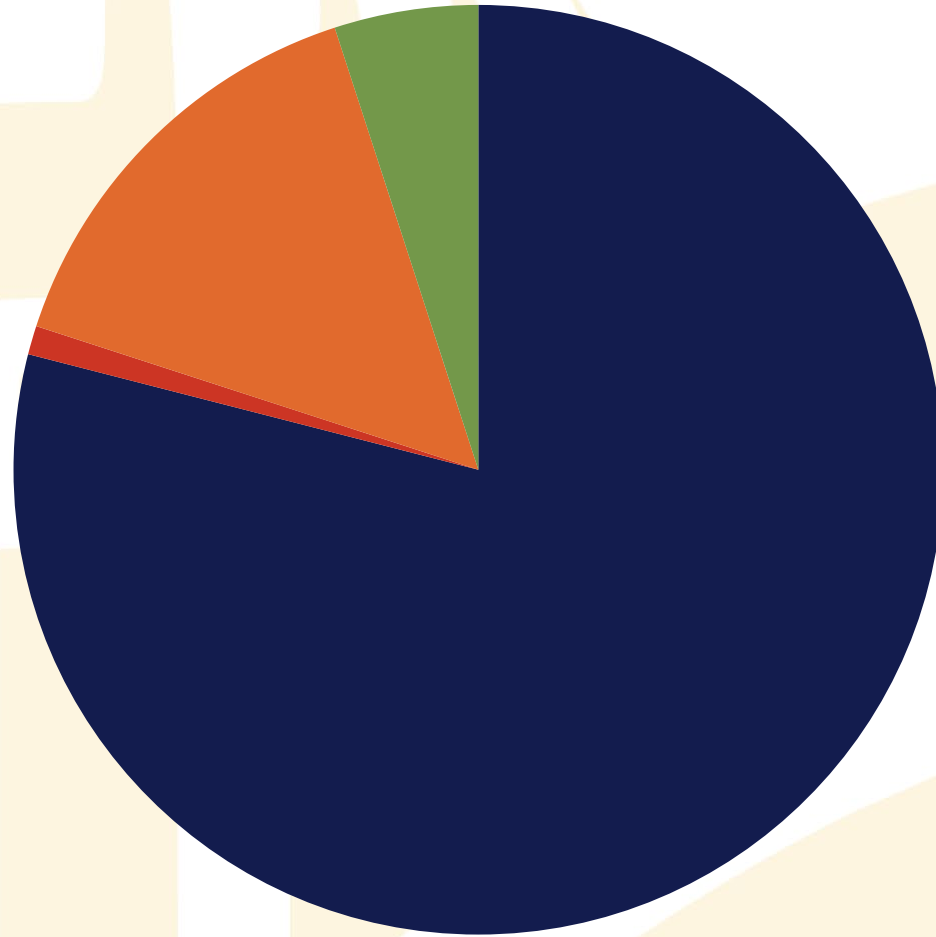
501c3 Nonprofit Public Charities by Annual Revenue



Many nonprofits in Dane County (55%) operate on small budgets, with annual revenues of less than \$25,000. Much of the sector's revenue, however, is generated by a small percentage of organizations.



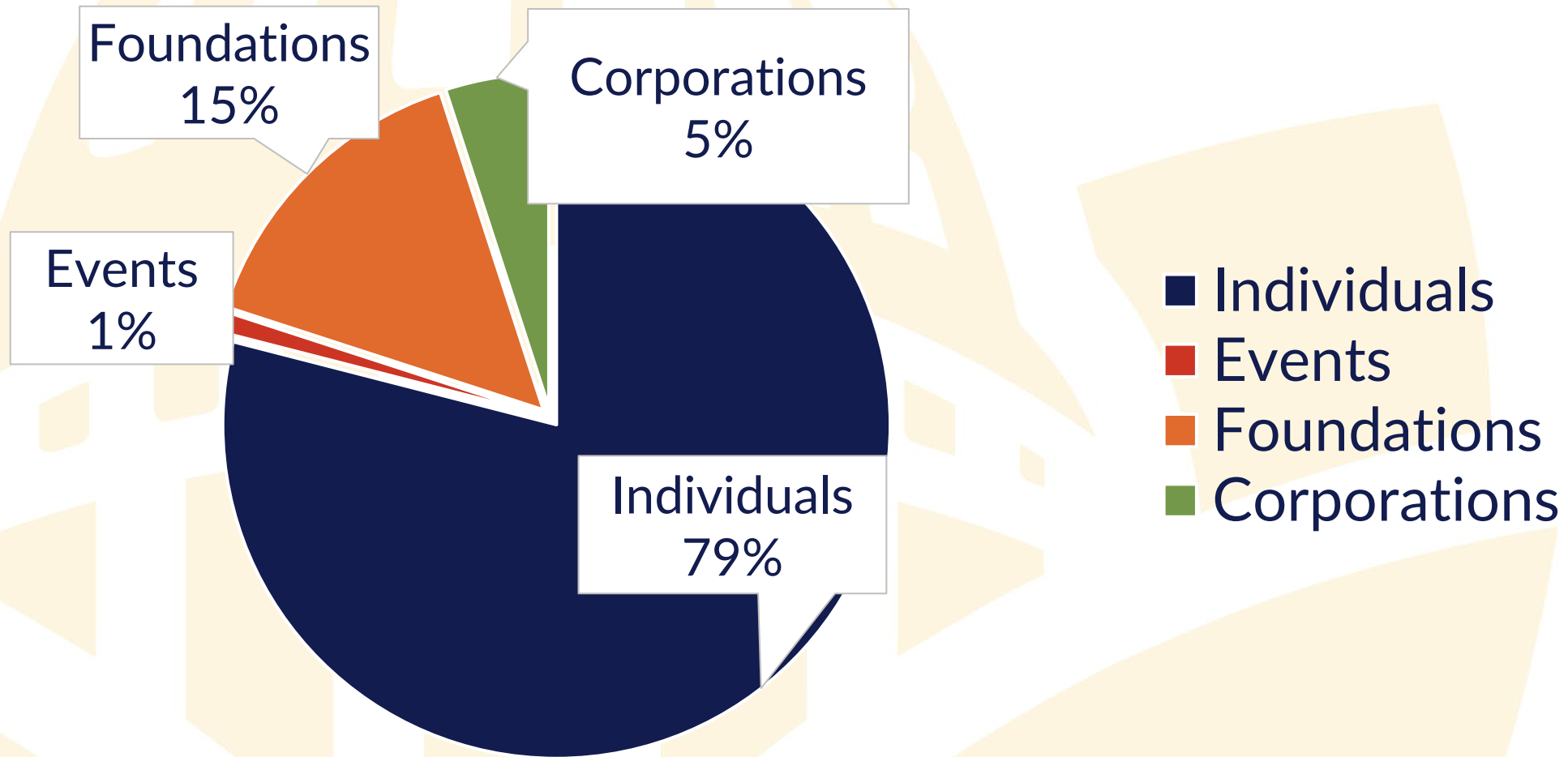
# Where Does the Funding Come From?



- Corporations
- Foundations
- Individuals
- Events



# Where Does the Funding Come From?



# Storytelling for Fundraising

- Agencies often have multiple stories to tell
- Determining which part of your mission overlaps with a funder's mission is key to your fundraising success
- Focus on a different part of your story depending on the funding source's mission





# What Are You Trying to Change?

- Lead with change, not with action steps
- Change is long-term. Project outcomes may be short-term
- Phrase your outcomes as measurable. How will you know when you get to where you are going?



# Urban League Example

**CHANGE:** Increase economic mobility and generational wealth building for underserved and Black communities.

**OUTCOME:** By 2025, launch or expand at least 200 businesses, provide \$1.5 million in discounted rent, and help entrepreneurs access \$3 million in loans and grants

**ACTION:** Conduct a \$25 million capital campaign to build a new Black Business Hub and Accelerator Program.



# Urban League Potential Stories

- Economic Impact
- Diversity, Equity and Inclusion
- Women-led businesses
- Black-led businesses
- Food-related businesses
- Entrepreneurship
- South Side renaissance
- Madison as a leader

Each of these areas will appeal to different funders



# Who Do You Serve?

- Age
- Gender
- Race
- Language
- Socio-Economic status
- Geography
- Other – veterans, ESL learners, entrepreneurs



# What Data Supports Your Work?

- Teach the funder – share facts and figures
- Put the work into context
- Deal with false mythology
- Lay out where our community is now so that you can then say where you want to go



# Use Measurable Project *Outcomes*

Describe where you are now and where you want to be:

**LITERACY:** raise reading proficiency scores for at least 75% of participants

**CAPACITY:** Increase annual major gifts received from 2 to 5

**ARTS:** Increase sense of confidence and belonging of 80% of students and families participating in choral programs



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# Use Measurable Project *Outputs*

Describe where you are now and where you want to be:

**LITERACY:** Increase out-of-school time engagement from 150 students at three schools to 600 at six schools by 2025

**CAPACITY:** Increase staff and board major donor asks from 10 to 30 annually by year three

**ARTS:** Increase the number of students and their families participating in community choral programs from 200 to 1,000 within two years



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# Exercise: Stories and Storytelling

1. Think of at least two different stories of what you are trying to accomplish that would suit two different funders
2. Draft a one-pager
3. Solicit feedback





# Q and A



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