

## Donor Development: Discussion

Target audience—maintain your current donors and cultivate new donors

Advocate the mission and create awareness, it comes down, you have to sell the need. What are you trying to get supported?

We tried to address private and institutional donor cultivation.

Once you are ready to sell your need you have to choose your collaborative partners.

Curatorial collections  
Interest groups  
Collectors  
Development  
Director

Strategic services, catch-all umbrella—provide service as a cultivation activity

Clinics (not paying for your expertise)  
Partial gifts – we examination and treatments

Associate with the donor with the result of the donation—you've got the potential that the donor may give money for:

Equipment  
Treatment  
Object

Need to report back

Lectures  
Public Outreach

Conference materials, publications, other educational materials might be sent to a donor, with updates as further iterations occur

Partial gifts

- Conservation dept becomes active in maintenance of gift
- Record is maintained, though object is not “owned” by institution
- Preventive conservation on objects that might not have otherwise been treated

Cultivation of newer, younger donors in conjunction with membership/development, with Conservation acting in a service capacity giving talks, lectures, etc.

Is the issue really more one of donor influence – that we look at how the (potential) influence of a donor may change the likelihood (or type) of action?

Might process conservation documentation in a way that is more appealing to a given donor or donation group

Research into affinity groups (audience) as “market research”

- Wish lists may be coordinated with known desires of affinity groups
- Creating an incentive for a donor to donate

Donor outreach materials might be attached to the object(s) in some way

Associate donor with donation result

Really is “front of house” activity for Conservation generally, rather than specifically object-related

Strategic Services

- Conservator may be the “service arm” of a donor cultivation program (i.e., “go to Bill’s house and clean one of his objects, as a service, because we’re interested in cultivating future acquisitions from him.”)
- Might help to cultivate a given donor’s collection
- Support of director’s office, development, etc.

How is this process different (or the same) with a private conservator?

- Director, development, membership activities are functions, not necessarily people; these functions may reside in a single person (the conservator)

“Adopt an object”