

**Children's Discovery Museum
Illinois Association of Museums
2009 Annual Conference
Round Table Notes**

Thank you to all who attended and facilitated our first attempt at Museum Round Tables at the 2009 Illinois Association of Museum's Annual Conference in Bloomington/Normal. As promised, following are the notes from the various roundtables. You will note a range of detail depending on the notes provided from the facilitator, or if the round table had the benefit of an ISU student scribe. I have included the names and museums of the various facilitators, so that if you have an area of interest or questions and would like to know more you may contact them at your leisure. ENJOY!

Publicizing Home school Programs w/*Angie Gulley, Children's Discovery Museum, Normal, IL*

Effective Internship Programs w/*Laura Furman, Midway Village, Rockford IL*

How and when to talk to your legislature with *Kate Neumiller Schureman, VP of Administration, Lakeview Museum of Arts and Sciences*

Collections Care *Submitted by: Patricia L. Miller, facilitator*

Social Networking w/*Heather Young, Children's Discovery Museum, Normal, IL*

Member Night w/*Kim Stull, DuPage Children's Museum, Naperville, IL*

Community Educators Association w/*Bethany Thomas, Children's Discovery Museum, Normal, IL*

Community/Education Partnerships-Goes Both Ways w/*Cynthia Ruszkowski, Illinois State University*

Overnight Programs w/*Hal Loebach, Chanute Air Museum, Rantoul IL*

Outdoor Exhibits w/*Sarah Wolf, Rockford Discovery Center, Rockford IL*

Marketing to Teachers w/*Sarah Wolf, Rockford Discovery Center, Rockford IL*

Day Camps w/*Erin Reichert, Children's Discovery Museum, Normal, IL*

Fundraising on a dime w/*David Oberg, Geneva History Center, Geneva, IL*

Donor Development and Cultivation w/*David Oberg, Geneva History Center, Geneva IL*

Sponsorships w/*Karen Witter, Illinois State Museum, Springfield, IL*

Marketing and Media w/Carolyn Patterson, Illinois State Museum, Springfield, IL

Foundations w/Marcia Young, David Davis Mansion, Bloomington, IL

Scout Workshops w/Mollie Perrot, Ottawa Scouting Museum, Ottawa, IL

Birthday Parties w/Beth Shea, Illinois State Museum, Springfield, IL

Manuals, handbook, orientations w/Shelly Hanover, Children's Discovery Museum, Normal, IL

Teacher Workshops w/Diane Stempinski, Regional Office of Education, Normal, IL

Earned Revenue w/Shari Buckellew, Children's Discovery Museum, Normal, IL

Outreach Programs w/Bethany Thomas, Children's Discovery Museum, Normal, IL

Free Nights w/Kim Stull, DuPage Children's Museum, Naperville, IL

Lights for learning w/Jackie Perrin

Publicizing Home school Programs w/Angie Gulley, Children's Discovery Museum, Normal, IL

Scribe: Shawn Bolden

- I. History of CDM's Home school service
 - a. Participating with homeschoolers for 6-7 years
 - b. Started as an after-school program
 - c. Grown to teaching around 100 students per week
 - d. Offered to do what homeschoolers may not be able to do at home

- II. Construct CDM's homeschooling program
 - a. Small class sizes; nothing formal
 - i. Minimum - 5
 - ii. Maximum – 15
 - b. Generally two hours long
 - c. Seen as supplemental to HS program already in progress at home
 - d. Offered to two age-groups: 5 - 8 and 9 – 13
 - e. Mainly focused on teaching science
 - i. Arts & Crafts for younger ages
 - ii. **Possibly offering fitness program through park district**
 - f. Fieldtrips
 - i. To the Weather Station
 - ii. **Possibly nature walks in a group environment to encourage further personal interaction**
 - g. Programs offered monthly and year round; slower in September
 - h. Sessions usually in the afternoon and on Fridays
 - i. Cost
 - i. \$15 members/\$19 non-members
 - ii. Fieldtrips - \$4 per child
 - j. No need to match state standards; not registered with state office

- III. Methods of advertising services offered
 - a. **Flyers (possibly placed in libraries and grocery stores)**
 - b. Monthly email distribution list
 - c. Website
 - d. Word of mouth
 - e. Online search

- IV. Ways of gaining more homeschooling clientele
 - a. Online search for co-ops in the Bloomington-Normal area
 - b. Hosting "Home school Only" programs at CDM
 - c. **Possibly offering free samples of CDM materials available to homeschoolers**
 - d. **Speaking with museum visitors (perhaps exiting questionnaire)**

- V. Participants outside of the Children's Discovery Museum (mainly for fieldtrips)
 - a. Illinois State University
 - b. Heartland
 - c. Weather station in Decatur, IL
 - d. **Possibly Bloomington and Normal Public Libraries**

- VI. Knowing and Fulfilling homeschoolers' special requests
 - a. Methods for communicating preferences
 - i. Annual surveys
 - ii. No need to match state standards; not registered with state office
 - iii. **Possibly holding focus groups – an opportunity for homeschoolers to other homeschoolers from the same area**
 - b. Preferences
 - i. Bringing in specialist (especially scientists)
 - ii. Extended workshops
 - iii. Offering classes for the younger age-group that correspond with the classes for the older age-group
 - iv. Like classes to be separated from other museum patrons
 - v. Fieldtrips for the entire family
 - vi. Possibly offering take-home lessons

NOTE: Suggestions are given in **red**.

Effective Internship Programs w/Laura Furman, Midway Village, Rockford IL

Scribe: Shawn Bolden

- I. Purpose of internships
 - a. Allowing college students to find out if museum work is a good fit for their skills
 - b. Making college students aware that museum work is not all glamorous
 - i. Intern should be given a variety of different projects/assignments
 - ii. Mix the boring work with the fun to keep up motivation
 - c. “free” labor for the museums when strapped with heavy projects
 - d. Possibly for college credit – not always a paid position
 - e. Possibly for experience; resume-building
 - f. Segue way to teaching – learning to control classes/children

- II. How important is structure and discipline?
 - a. Placement – making sure interns are assigned to areas that will allow them to be most productive; ensuring that interns are partnered in a way that creates greatest productivity
 - b. Explanation – making sure interns are aware of what is expected of them
 - i. Give timeline for projects
 - ii. **Make interns aware of consequences for undesirable behavior**
 - c. Documentation – confirming that expectations have been made known to interns
 - i. **Create intern manual w/reading assignments and possible quiz**
 - ii. Require interns to keep a journal of projects completed
 - d. Focus on in-depth training – no shortcuts
 - e. Treat as staff - give personal workstations if possible to make interns feel like part of the staff and not just unpaid volunteers
 - f. Two-way communication
 - i. Boss: when expectations are/aren’t being met
 - ii. Intern: when work is/isn’t a good fit for person’s skills

- III. Personal Intern Experience
 - a. Preferred receiving specific project assignments as opposed to just being placed where needed for the day
 - b. Appreciated being given a choice in assignments when possible
 - c. Liked being encouraged to be flexible
(Especially important in smaller museums)
 - d. Involved in decision-making; made to feel as if presence and opinion mattered
 - e. Given updates regularly; kept involved
 - f. Making it clear that one may have to answer to more than one person at times

- IV. Ways to advertise available museum internships
 - a. **Possibly posting flyers in college dept. areas**
 - b. Make students aware that they can contact different museums and inquire about possible intern opportunities
 - c. Online postings
 - d. Working with different university departments
 - i. History
 - ii. Perhaps Education
 - iii. **Possibly Business/Management**

- V. Developing relationships
 - a. Contact high schools and middle schools
 - b. Setting up an information table at university fairs
 - c. National Honors Society
 - d. Do junior colleges participate?

How and when to talk to your legislature with *Kate Neumiller Schureman, VP of Administration, Lakeview Museum of Arts and Sciences*

Notes courtesy of:

*Ed Morrow
Computer Information Systems major
Illinois State University
American Association of Museums web site*

www.speakupformuseums.org

Definition: Advocacy is trying to affect change on a broad topic (museums are good, better quality education) Lobbying is trying to affect change on a specific piece of legislation.

I. Kate attended last years Advocacy Day for Museums in Washington D.C. She briefly listed some of the topics that were covered for those who were unable to attend.

- A. Training for Advocacy: Making it through security.
- B. IMLS reauthorization and re-appropriation.
- C. Get funding thru grants.
- D. Lobbying for No Child Left Behind.
- E. Tax deductions for artists.
- F. Earmarks.

II. Things to know when dealing with federal legislators.

- A. Congressional staffers are the gatekeepers for building a relationship with your legislator. Advocates can expect to see more of the legislator's staff than the representative themselves. So make the best of it and maintain a good relationship.
- B. Legislative assistants are responsible for various topics so there may be one or two that you would specifically want to build a strong relationship with.
- C. Staff members are assigned to both the legislators and the committees.
- D. Museum advocates need to be working with both federal/state legislative staff and district staff. Don't ignore local, district, and state representatives.

III. Things to know about getting funding.

- A. Grant funding is doled out through a formula that depends on the size of your district.
- B. Funding legislation and public policy both affect museums. Example: legislation to raise residential property taxes may affect the size and number of donations that museums will receive during the year.

IV. Build your advocacy.

- A. Start advocacy small with local officials and build upwards and outwards to the federal level.
- B. Go to local government website to get contact information relating to your advocacy.

- C. Best time to start building a relationship with your legislator is when you don't need anything at all.
- D. Things you can do to build the relationship with your representatives:
 - 1. Mailing-list: mail your representative and tell them how many school kids you served that year or quarter.
 - 2. Fund-raisers: invite your reps but not for free.
 - 3. Invite legislators to visit your museum. NOTE: If you invite local city council you must be aware of the "majority of quorum" ruling and if you invite that many city council members then you must also invite the press.
 - 4. Invite your state representatives and senators to breakfast at your facility. Ask them to make a public statement about your facility or to go on congressional record making a statement about some event pertaining to your museum.

V. Timing.

A. State representatives

- 1. State representatives are in session from January until the budget is done and then come back in November for veto session.
- 2. If you want a bill introduced you need to get it to your state legislators before mid January.

B. Federal legislators

- 1. Congressional legislators are in session from mid to late January until the end of July.
- 2. Earmarks and bills need to be submitted to your federal representatives by mid February.

VI. Sources of information.

- A. Questions about how your legislative system works should be directed to your city, county and/or state clerk.

VII. Things advocates should not do.

- A. Do not give gift memberships to your federal representatives because it will violate gift laws.
- B. Keep advocacy non-partisan! Be friendly with both sides of the aisle because you need all of the support you can get!

VIII. Advocacy suggestions from the student note-taker.

- A. Take advantage of social media.
 - 1. Ask your staffers and legislators if they have Facebook, MySpace, Twitter, or LinkedIn accounts. Big business is starting to see the benefit of using social media and there is no reason you shouldn't be using it too.

2. **Social media allows you to make status updates about your business that all of your social media “friends” see on their accounts. What better way to make sure they are aware of you than by sending them a brief message every day?**
3. **Be social media “friends” with your donors while you are at it. It keeps them aware of your activities and how important you are to their kids.**
4. **Become social media “friends” with as many kids as you can. Parents often look to see who their kids are associating with online.**

Collections Care Submitted by: *Patricia L. Miller, facilitator*

We started with about seven people and ended with eleven. Several people came during the session, but no one left.

Most of our time was spent discussing various challenges encountered in collections care and brainstorming solutions to some difficult issues. The topics are listed below.

1. Encapsulation. Photographs that had been encapsulated about ten years are being affected by deteriorating double stick tape. The photos are small and are stored vertically. The photos are slipping and touching the tape. The solution so far has been to identify photos that are showing problems and remove the encapsulation, replacing it with Melinex I-sleeves. This is a time-consuming and expensive process. One suggestion was to try to store the photos horizontally, perhaps by turning the document boxes on their sides, so at least, gravity is not adding to the stress. While this is not a problem that others at the table had encountered, this museum's experience suggests that it might be worth examining items that have been encapsulated to see if something similar might be going on.
2. Pharmaceutical collections. Old medicines are a potential hazard. Talking to experts before taking action was recommended. For an excellent article from the journal *Caduceus* addressing this topic, contact Pat Miller.
3. Deaccessioning. A museum governed by a park district, but with ownership of collections mixed between the park district and a historical society, reports that numerous areas of collections management and care are murky, but deaccessioning is one of the primary challenges because the park district is pushing to deaccession some items. The attraction seems to be the revenue that could be generated from the sale of some collections. This brought up several issues. The museum staff is working to update the collections policy. Getting guidelines in writing concerning accessioning, deaccessioning, disposition, and use of funds would be helpful. Assigning responsibility for decisions would also help. The museum also is faced with challenges regarding ownership of many of the collection items. Some artifacts that were once owned by the historical society have been transferred to the park district, but not all, and the records are unclear. The museum staff also walks a fine line in maintaining diplomatic relations with the historical society, while being employed by the park district. The park district staff persons have recreational backgrounds. Educating the park district staff about museum standards regarding collections responsibilities, deaccessioning, and use of funds from the disposition of collections seems a priority. As chair of the AAM Accreditation Commission, Bonnie Styles offered to visit the museum and talk with the park staff, but the museum staff wasn't sure it would be well received.
4. Old exhibit cases. A museum has some exhibit cases that are so old, they could be artifacts themselves. They are inappropriate for exhibiting, but it's hard to convince the board that they need replacing. Some suggestions were to try to get the items displayed in a more vertical way, possibly changing the legs of the cases, tilting the backs or elevating the cases so things could be more easily seen. A better suggestion

was to raise the awareness of the board concerning the potential for accidents with the old glass in the cases. The liability issue might carry more weight. Also, the cases might still have a use by being moved to storage where they would not come into contact with the public.

5. Scanning glass plate negatives. There are difficulties in using a scanner, one being that the negative are heavy and the scanning surface is fragile and could be damaged. Suggestions were to contact museums that have done this successfully or to contact IRAD for advice and assistance.
6. Undocumented photographs. A museum with many undocumented photos has challenges. The source is known, but dates and locations are sometimes a mystery. There weren't too many suggestions on this one.
7. Pest control. There were various descriptions of controlling pests, using an IPM (Integrated Pest Management) program, working with sticky traps and bug boxes, spraying on the exterior. Two suggestions were vigilant monitoring and evaluating moisture situations. Many infestations are related to water.
8. Food and drink in the museum. The discussion about pests led to a discussion of food service in the museum. There are two situations: food for staff and food for the public. Most seemed to agree that even with rules and with designated areas for food and drink (and for NO food and drink), the staff and volunteers tend to slack off and need reminding. Guidelines for serving the public food and drink vary widely with individual museums and with situations in them. The attraction to serve food is strong for many reasons. Staff and volunteers can help monitor, but having a strong written and enforced policy has the most chance of protecting collections.
9. Computerizing collections records. Several programs were described, including Filemaker Pro, I.O., and PastPerfect. One museum uses a manual system. There was consensus that having records entered in some kind of computerized database was more efficient and less labor-intensive than a manual system.

Social Networking *w/Heather Young, Children's Discovery Museum, Normal, IL*

- Message constituents with other marketing. Not reinventing the wheel.
- Great interaction you wouldn't have otherwise. Question and answer with constituents.
- Fan pages vs. groups
- Tourism destinations- best practices to come
- Flickr
- Personal touch that might not happen otherwise
- How you handle comments and complaints becomes very visible. This is an opportunity
- Gather volunteers

Member Night w/*Kim Stull, DuPage Children's Museum, Naperville, IL*

- Other benefits
 - Exhibit openings
 - Reciprocal Program
 - Within geography as opposed to topic
 - Some type of discount for members
 - IAM discount?
 - Time travelers
 - ASTE, ACM
 - New ARM- North American Art Museums
 - Cultivation Event-“People Paint”
 - Celebrities paint, auction off, program with ads supporting
 - Community Event- ‘Meter Shower’- Helicopter golf, ball drop, silent auction, 1-2000 people \$10/ball, prizes to win, carnival activities, \$8/person to attend, \$2 members
- Types
 - Exhibit openings
 - Special Event with activity
 - Activities to certain level of member (behind the scenes)
 - Regular social event for members and guest (networking with a celebrity bartender)- After hours
 - School program (living history) offered to adults to show where their support is.
 - Partner with caterers- donate a specific amount of food to organization for privilege of being on catering list help with food for event
- Corporate Memberships
 - Pros and cons
 - One night event
 - One pass vs. membership
 - Event at site

- Other benefits- admission, newsletter, journal/magazine, members to write articles/perspective for newsletter
 - Bus trips
 - Early registration
 - Birthday parties- members only
 - Wish list in store
 - Behind the scenes tour

Community Educators Association w/*Bethany Thomas, Children's Discovery Museum, Normal, IL*

- Champaign- group of administrators meets regularly
 - Nice to have educators or specialties meet regularly
- Getting groups together opens doors to communication on what others are doing
- Kane/DuPage association
 - Meets quarterly
 - 13-14 years
 - Passport program
 - Each museum provide information about museum (description, hours, programs, website)
 - Print booklet advertising all museums
 - Families get passport and visit museums all summer – get stamp
 - Visit 7 or more for a certificate/prize
 - Parents live it
 - Take bulk of summer passports to library reading programs to hand out
- Invited Parks and Rec
 - Not as successful
 - Need to add to Parks and Rec brochure
 - Identify museums within the community
 - From group-branches for more specific focus-educators
 - Speakers for meetings
 - Rotate host site
 - 60-70 museums
- Printing
 - Get sponsor for back of booklet
 - Each museum pays small fee for booklet

- Have a board for larger association
- Educator roundtable started from this group
 - Meet quarterly
- Museums share materials
 - Like old equipment
- Meet on specific topics
 - Special events
- Share policies
- Gift store- what works what doesn't
- Invite CUB to meetings
 - Tourism

Community/Education Partnerships-Goes Both Ways w/ *Cynthia Ruszkowski, Illinois State University*

- Establishing long term relationships
 - Faculty not students
 - Network, network, network
 - Use students as and to collect resources
- Community participation and feedback
 - Use marketing students
 - Research methods-surveys
 - Plant “seeds” in all age kids
- Students and Art
 - Bring student work to Museum
 - Art presenter programs
 - Art clubs after school
- Taking “health” to students from science museum
 - Involve health teacher and college majors
- Good Partnerships
 - Memorandum of understanding
 - Through pre planning
 - Ongoing communication
 - Mutual values/goals/win-win
 - Partner with passionate (right) individuals
 - Affiliation possibilities/resource sharking showcase

- **Poor partnerships**
 - **Limited communication**
 - **Not taking ownership/unruly students**
 - **Unclear goals/not mutual**
 - **Timing needs different**

Overnight Programs w/ *Hal Loebach, Chanute Air Museum, Rantoul IL*

- Age Limits?
- Rules
 - Sheet son tout
 - Ration-1 to 4 (10-12 age) 1 to 1 (younger)
 - Areas for use
 - Food- they supply
 - Insurance certificates
 - Facility
 - Property owners
 - Trip permit
- Problems
 - Cant set security system
 - No other problems during stays

Outdoor Exhibits w/Sarah Wolf, Rockford Discovery Center, Rockford IL

- Historic homes
 - Landscape- plants
 - Appropriateness of sculpture gift-different time period
- Morton
 - Children's garden-how make it dynamic_program
 - Exhibition experience
 - Sculpture installation to engage families
 - Facilitate Steve Tobin-root inspired
 - Demographic- primary families
 - International sculpture center-resonance
 - Use horticulturalist over landscape architects to get best suggestions for plants that will thrive
- Contact university for sculpture suggestions
 - Program idea for arboretum
- Junk-o-saurus type of idea
- Children bringing objects to add to a framework
- Which grass as the samma progress

Marketing to Teachers w/Sarah Wolf, Rockford Discovery Center, Rockford IL

- Free traveling exhibit to the schools- volunteer docent
 - Targeted 5th grades
 - Letters to schools-all responded
- Target has grants for field trip support for teachers
 - Let teachers know
- Chicago educational tours- google them
 - They have school groups- looking for places to go
- Regional office of education-advocate for the museum
- Postcards to teachers-online posting
- All program aligned with state standards
- Local schools tend to travel out of town for fieldtrips
- Go to principal breakfasts and talk to them about museum programs
- Education day- 900 students attended
- Is it better to do a one day event to offer ongoing tours with special activities?
- Curriculum based- go into schools
- Offer discount for field trips in slow months
- National association of interpreters NAI
 - Helpful resource for house museum personnel
- Scavenger hunt for students- created by museum teacher appellants- keeps student focused
- Camp inventions- day camp K-5- summer national
 - Very popular
- Home school parents are teachers
 - Reach out to home school associations and networks
 - Emails to families

Day Camps w/*Erin Reichert, Children's Discovery Museum, Normal, IL*

- How to
 - How many kids
 - Time
 - Dates
 - Logistics
- Summer camps
 - Themes

Fundraising on a dime w/David Oberg, Geneva History Center, Geneva, IL

- Ideas
 - Team event ala amazing race
 - Experiential fundraiser
 - Low cost, unique
 - Unique partnerships
 - Local celebrities (mayor, police chief)
 - Involve them
 - Fundraising is about more than special events
 - Planned giving
 - Include planned giving info in your literature
 - Donor cultivation- gift clubs, donor events
 - Current and former Bd event/ recognition
 - Preferred Pkg for big events- change a fee
 - Room rentals/ friendrasers
 - Partner- haunted house
 - Annual/ appeal- hot list
 - Make a gift yourself
 - Gifts in kind- computers, equipment, etc
 - Bd position(s) tied specifically to development work (V.F. Dev, Der. Committee)
 - Open house/behind the scenes tour
 - Solicit new business/ invite to an event
 - Sponsorships
 - Invite elected officials and stay in touch
 - Raffles- Donated items or 50/50
 - At auction, straight plea for donation. Can I hear \$50, \$100?

- Challenge match
- Corporate match
- Fundraising consultant
- A non event-e.g. donate so you don't have to attend another stuffy gala/auction
- Papal/ online donation option- also for membership/ registration
- Artwork auction like Chicago's cows on parade
- Adopt a quilt block/ adopt a brick
- Good search
- Bookfair-Barnes and Noble

New additions

Fundraising on a Dime

David Oberg

Past President, Illinois Association of Museums

1. Special events:

Examples: Amazing Race, Community Team Events, Pow-wows, Town Baseball Games (including mayor, police chief, fire chief, etc), and other experiential activities

- a. Pros: Brings in new people at a very low (relative) cost, gets people interested and involved
- b. Cons: Tends to be expensive, paying 40 to 60 cents per dollar earned

2. Estate Planning and Wills

Suggestions: Having a pamphlet in a brochure talking about planning for your estate, give information on organization and what estate planning you can do

- a. Pros: Tends to be the biggest payoff, costing nothing and gaining large amounts
- b. Requires loss of members and does not have immediate payoff

3. Donor Cultivation

Ex: Gifts, Clubs, Donor Events

Suggestions: Have an exclusive club, requiring a certain donation, give them special prestige, honors, events, and recognition in organizations documents. Set up multiple tiers if your organization is big enough

- a. Pros: Tends to generate more funds
- b. Cons: Make sure the organization has time for special events

4. Annual Appeal

Do –

- a. Create a “hot list” of possible donors, including event attendees and past donors
- b. Use email and other technology, saves on costs
- c. Follow up with people if it seems like they were going to give more, ask why they didn't
- d. Give to the appeal yourself, you can use this as a basis for other people's donations
- e. Set goals and achieve them

Don't –

- f. Send out mailers to entire community, it doesn't generate as much as it costs
- g. Ignore new people, they may cost more to get donations first time, but less subsequent times
- h. Criticize board members who can't get much donations, especially if they have talents elsewhere

5. Raffles

Ex: 50-50, Small Cash Raffles, Large cost-large prize raffles

- a. Pros: Sell a lot of tickets, makes solid income
- b. Cons: Make sure you get your permits, doesn't make as much money as other fundraising

6. Reverse Auction

Towards the end of the event, start an “auction” for donations. Start at a higher number (\$1000+) and work down towards more manageable numbers (\$50 - \$100). After seeing people being willing to give higher numbers, people tend to make donations in one of the smaller categories. Works particularly well if alcohol is involved or if people who were planning on donating a certain amount act as “plants” in the audience.

7. Challenge Match

Contact higher donating members, asking for pledges ahead of time for annual appeal. You can say that they will match the first X amount bid, where X is the total amount of their donations. Works well in conjunction with special donor club. People enjoy a challenge and therefore tend to donate more.

8. Non-event

Ask people who donate to contribute an amount so that you don't have to host another “stuffy dinner” or “silent auction”. Ask for donations for seats they won't have to sit in or items they won't have to have. People tend to pay for novelty of the idea.

9. Online donations

Set up a Paypal or other online donation service

- a. Pros: People tend to find the internet an easier way to part with their money, takes less effort
- b. Cons: Paypal does charge a small fee off the top of the donations, about 5%

10. Miscellaneous ideas

- a. Have people pay for chairs or some other item, have them or their kids paint them, then auction the newly painted items off
- b. Have group members make a small quilt swatch and then make a quilt of it and auction that off

- c. Set up a Yahoo Good Search. While it doesn't generate much, if people use it frequently, it adds up and is a no to low cost way to raise money.
- d. Technology donations – If you know a company that frequently cycles technology, ask them to donate the old technology they are going to throw out. They typically will give it away.
- e. Ask a company to donate their lot close to a sporting area and request a small fee to allow people to park in that lot.
- f. Rent a room of your building out. If you charge a flat rate, it is counted as passive income and not taxed.

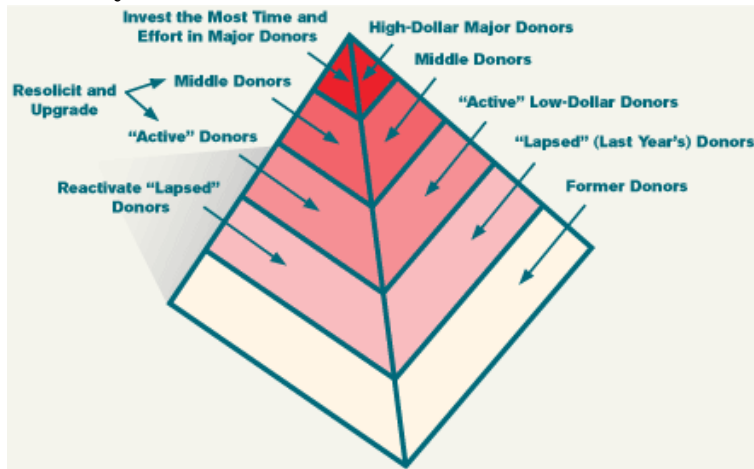
Donor Development and Cultivation

David Oberg

Past President, Illinois Association of Museums

1. Board Member Roles
 - a. Not only are board members the first people you should talk to for donations, you should choose them based on their three T's, Time, Talent, and Treasure.
 - b. It is better to wait for the right person to fill a board member role than to choose someone immediately who does not fit.
 - c. The board members should also be the first group to contact people for donations, based on their own donations.
2. Donations Tracking
 - a. Use a paper file if you're a smaller company, or invest in a database software if you are larger
 - b. Can use this to track to see if donations are up or down or if they meet expectations
3. Relationship building
 - a. Use personal notes, including someone's stories, anecdotes, etc
 - b. With high end donors, write them a handwritten personal note in blue pen. Blue pen takes away from any sort of a form letter feel that a document might have
 - c. Get board members to write personal notes on outgoing documents as well.
 - d. Talk to people who only volunteer to give small donations of money as well as their time
4. Gift clubs
 - a. Show your high-donating members what their money went to.
 - b. Invite your gift club to special events related to their donation
 - c. Give special seating at events to high-end donators
5. Working with limited personnel
 - a. Have board members ask friends
 - b. Have friends ask their friends for donations
 - c. Start small and work your way up

6. Donor Pyramid



7. Social Networking Sites

- Facebook – start a group
- Twitter – start a following
- Use these technologies to track members and inform them of organization's progression towards goals

8. Legacy Club

- Create a group for people who put organization into their will
- Mention the legacy club and its members in organization's newsletters
- Reinforces the idea of estate planning and wills

9. Politicians

- Solicit your local politicians to donate and come to events, get them involved
- Ask at every level from local to national
- Regardless of whether you're working with the politician or a staffer, treat them with the utmost respect

Donor Development and Cultivation *w/David Oberg, Geneva History Center, Geneva IL*

- Relationship Bldg.
 - Use Bd relationships
 - Recruiting the right people for your Bd
 - Track donations/donors build a donor file
 - Recognize donors publicly in literature
 - Share stories in them/ personalize
 - Personal notes
 - Volunteers + great candidate for donation
 - Volunteer events
 - Donor events
 - Personalize thank you's
 - Gift clubs
 - Show them what their money did!
 - Special events
 - Fundraisers
 - Friendraiser
 - ***** can't read pyramid*****
 - Social media/ fan page- event
 - Invitations
 - Advisory Bd/
 - Adopt a project
 - Cultivate your elected officials
 - Behind the scenes for potential donors
 - Legacy club- recognize planned giving
 - Wk w/ Coman, Foundation

- Note w kids
- Capture names/ addresses/ emails and follow up after events
- Leave time to build and update data base
- Carve out 3 hrs./wk for cultivation
- Ck. Donor files before the ask!
- Pro learning help from fundraisers

Sponsorships w/*Karen Witter, Illinois State Museum, Springfield, IL*

- Written document with sponsorship opportunities
- Need for different sponsorships levels
- How to identify sponsorships?
 - *who you do business with
- Establishing relationship over time
- Keep sponsors updated
 - *Show results
- Look for partnerships to get additional sponsors
- Longer lead-time when looking for sponsors
- Build up sponsor database
 - *who you do business with
 - *board members do business with
- Look at sponsors of other events
- Media
- Sponsorship for things
- Advertising to sponsors
 - Banners
 - Newsletter
 - Flyers to schools
- Social networking to find sponsors
- Does the benefit to the sponsor warrant the dollar you are asking?

Marketing and Media w/*Carolyn Patterson, Illinois State Museum, Springfield, IL*

- Marketing can be a foundation for fundraising
- Have a consistent look
- Look identifies to institution
- Image and very little information
- Logo is very important
- Logo is different from icon
 - Icon is symbol (target, apple)
- Social Networking
 - What is your goal? What do you want to accomplish?
- Chronicle of Philanthropy
- (city)moms.org
- Getting feedback through facebook and twitter
- Important to have an overall marketing plan
 - Written document
 - Goals
- Media
 - Not all about pain advertising
 - Letters to the editor
 - Emotion trumps facts
 - 6 word message

Foundations w/Marcia Young, David Davis Mansion, Bloomington, IL

- Endowments
 - When to do?
 - Non for profits vs. shs
- Foundations and economic survival
- Choose board members for skills needed not history oriented
 - Will become history oriented
- Need working board to seat fillers
- Key to endowments is how they are set up!
- Libraries good resource for information
- CVB's market areas to drive tourist into your destination
- Visitor guides are key to driving visitors to destination
- Represents us to trade shows
- Find out who or what CVB/ Tourism bureau represents to you. Call and get to know them.
- Tourism Bureaus promote through
 - Brochures
 - Coupon books
 - Fan tours
 - Magazine ads, etc.

Scout Workshops *w/Mollie Perrot, Ottawa Scouting Museum, Ottawa, IL*

- Woodworking programs (geared towards advancement)
- Badge programs (geared toward advancement)
- BSH Advancement Info- online
- Girl scout- check w/ local organization
 - More regulation
- Flag workshop- flag history, folding, raising, plan lessons around scouting books
 - Geocaching
 - Patches- fun patches for girl scouts
 - Collecting workshop

Birthday Parties *w/Beth Shea, Illinois State Museum, Springfield, IL*

- Keep it clear-age, benefits
- Realize it's a value
- Evaluate- self addressed env.
- Best advise- word of mouth
- Program Evaluation
 - Resources
 - Dimond, Judy. Practical Evaluation Guide
 - Visitors studies Assoc.
 - C.A.R.E. subcommittee of A.A.M.
 - Museum-L listserv
 - Greengwtbook

Manuals, handbook, orientations *w/Shelly Hanover, Children's Discovery Museum, Normal, IL*

- Exhibit guide book
 - McLean co. museums of history
- Rewriting employee manuals, volunteer handbooks
 - Keep it simple
 - Rules that are easy to enforce
 - Coach not cop

Teacher Workshops *w/Diane Stempinski, Regional Office of Education, Normal, IL*

- What do you do?
 - Field trips focus
 - Lesson plan avail for teachers
 - Standards: IIRC. NIU.EDU “what students need to know.”
 - Get sponsors for 1 school
 - Pick 1 school to start a partnership
- Possible funders
 - PTO/PTA
 - Banks
 - Illinois Educational Association
 - Insurance
 - Carnivals, fairs, field days
 - Ideas
 - _____ it up!
 - Teacher appreciation event (4:30- 7:30)
 - Quick Talks!
- For teacher certification:
 - CPDUs: point system for certification
- To become a professional provider:
 - Go to ww.isbe.net
 - Go to certification
 - Go to professional providers
- All Illinois school districts are served by a regional office of education
- Teacher / own child nights- 4:30- 7:30

Earned Revenue w/Shari Buckellew, *Children's Discovery Museum, Normal, IL*

- Birthday parties
 - CVB partner or outsource
 - Identify true costs
 - Benchmark
 - What do want?
 - Entertaining
- Admissions- how much
- Rentals
 - Wedding
 - To other NFP for events
 - FP
 - Different levels
- School programs
 - Outreach
 - Target \$\$
- School pass?
 - Teacher appreciation event sponsor to give
 - Funds for door price for ?_____?
 - Scout program
 - Home school
- Field study tours
 - Niche Towers
 - Need rock star
 - Consider pop culture usage
 - Watch trends-act first

- Tie to your expertise
- Night at the museum
- Julia child- cooking
- Summer camps- goo cash

Outreach Programs *w/Bethany Thomas, Children's Discovery Museum, Normal, IL*

- Trunks vs. instructor \$
- How to start
 - Have extras- make a trunk to go to schools
 - Topics that go with your organization
- How to market to teachers
 - Happy hour
 - Teacher meetings
 - Educators guide

Free Nights *w/Kim Stull, DuPage Children's Museum, Naperville, IL*

- Pros
 - Attracts new visitors
 - Brings them back (potential)
 - Allows folks who have difficulty affording it to attend
- Cons
 - Raids attendance
 - Over capacity-too busy

Lights for learning w/*Jackie Perrin*

Scribe – Timothy Kelly

Lights for Learning is an education based fundraising program that is sponsored by the Department of Commerce and Economic opportunity. Jackie Perrin was the representative, which came from Pittsburg, leading the discuss table. She talked about the importance of energy conservation by teaching kids about compact florescent light bulbs (CFL). Using CFL's dramatically reduces energy costs while producing a cleaner brighter light. Another main focus is the future and by just making the simple conversion to CFL's it will conserve energy for the future. What can we do as a society? Jackie spoke about consumer awareness. She suggests educating hardware stores about energy efficiency so they could then turn around and educate consumers.

Notes:

- Education based fundraising (K-12 based)
 - Energy conservation
 - Cost efficiency
 - Long term goals
- What can we do?
 - Consumers
 - Government
- Recycling
- Social responsibility
- Youth volunteer program (30 year program)
 - After 5th grade
 - Get them involved in community/ zoo
 - Makes them feel connected and important
 - Summer camp
 - 1 week program
 - Careful about who gets chosen
 - Application proc3ess getting in
 - incentive base to work

- children get evaluated
- kid's taking responsibility
 - kid and parent working together
 - point system for entrance