

## JUNIOR COMMITTEE

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Tuesday, December 1, 2015

## Professional Development: Sustainable Fundraising

By Jessica Abejar

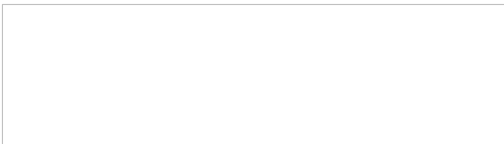
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Happy December to everyone out there & Happy Giving Tuesday! Today is a great day to support some of your favorite dancers out there doing their thing!

And on that note-

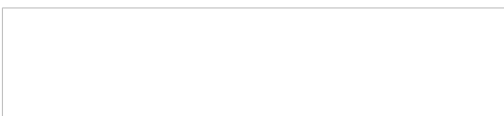
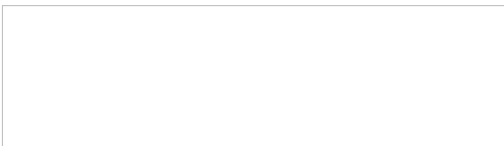
JComm recently had a professional development session on sustainable fundraising models with guests JJ Lind, a Brooklyn-based artist and arts manager and Artistic Director of Immediate Medium, and Rebecca Cardwell of Dunch Arts. This lively discussion pointed out some practical tips and things to think about when fundraising for projects and long-term sustainability, especially for young, emerging artists. Here are some takeaways from the discussion, and for more, take a look at our Twitter page!

## Starting Out/ Building Your Network



Both JJ Lind and Rebecca Cardwell suggest building your network from the inside-out, starting with family and friends first. They stress the importance of honesty with your family and friends and suggest telling them what you expect of them, which is that we aren't necessarily going to ask them for money forever, but if they could, they should help us expand our networks.

What happens next as those networks expand?



At the end of the day, sustainable fundraising is mostly achieved through good people relations. Keep people engaged during project downtime by constantly communicating. Create an insider culture by offering unique experiences such as open rehearsals. And most importantly - give proper notice about your shows! People want to go to them and two days notice is usually never enough time! (And post-show drinks are always a good thing)

## Emphasis on Individual Giving

There was a great emphasis on individual giving above all things. The stats pretty much speak for themselves:



What they emphasized was that grant writing should really be about artistic process. Grant writing should be an opportunity to learn how to effectively articulate your work in writing.

In pursuing individual giving, cultivate interest where interest is already shown. Do your research and invite people to events throughout the year. (Note: You rarely end up asking money over lunch) The Moves Management Process is a six-step process that conveys these ideas. It's about touch points and engaging them in small ways that leave a deep impact.

Another thing to think about is asking those who have given more. Aim for asking 25% more than you think you will receive and always build a

case as to why you need more.

#### Crowdfunding

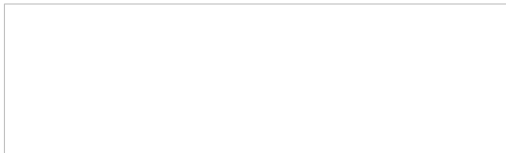
We also delved into the fascinating world of crowdfunding, which FYI, should be treated like any other campaign.



Crowdfunding identifies who are potential recurring donors (which ironically, are mostly people who donate outside crowdfunding campaigns). However, it is altogether time-consuming and one shouldn't depend on crowdfunding all the time.

#### Giving Events

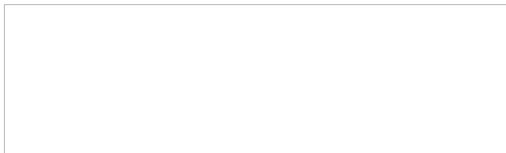
Everyone loves a good party! Remember, however, what this *fundraising* event is for and do emphasize on the importance of giving.



#### Final Thoughts

And some final thoughts -

- Personal notes are in.
- Post-show drinks on stage are an exciting, cost-effective experience.
- Always have a closing night party.
- When you make the ask, make them turn you down.
- And - don't be afraid of the ask.



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#### ABOUT

JJ LIND is a Brooklyn-based artist and arts manager. He is the Artistic Director of Immediate Medium, a nonprofit performance and producing collective he co-founded in 2002. His work has been presented at theaters, galleries, and site-specific venues throughout the city. As an administrator, JJ has served as Executive Director of Kyle Abraham/Abraham.In.Motion, The Civilians, and as the Director of Strategic Integration for New York Live Arts. He recently produced Jim Findlay's site-specific work, *Vine of the Dead*, at Westbeth Arts Center in the West Village and is currently an X-ID director-in-residence at the New Museum. JJ has served on the faculty of Bard College and has been a guest lecturer at Brooklyn College and SITI Conservatory. A native of Vinita, Oklahoma, JJ studied Theater and English at Yale University.

For the last decade, Rebecca Cardwell has worked with a variety of New York City cultural institutions. At Dunch Arts, she has participated as a key team member on fundraising, special events, interim management assignments and strategic planning processes for Mark Morris Dance Group, Playwrights Horizons, the Alliance of Resident Theatres/ New York, ART21, BRIC, Dance/NYC, Dance Theatre of Harlem, chashama, Harlem School of the Arts, Houston Symphony, Jacob's Pillow Dance, Joyce Theater, London Philharmonic Orchestra, and the National Gallery of Australia, among others. Currently, Rebecca is managing the implementation of a comprehensive fundraising campaign for the Mark Morris Dance Group, and is working closely with Emma Dunch to develop a five-year strategic plan for the Museum of Arts and Design. Born and raised in London, Rebecca is a dance and performance artist, and a Fellow of the Royal Society for the encouragement of Arts, Manufactures and Commerce. She graduated from New York's Eugene Lang College: The New School for Liberal Arts with an Honors degree in Dance and Performance Studies, and from Brooklyn College's M.F.A. in Performing Arts Management. Her student internships included Jacob's Pillow Dance, New York City Center, The School of American Ballet, and Dance Theater Workshop. Prior to joining Dunch Arts, Rebecca worked with David Bury & Associates and Alexandra Beller/Dances.

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