

## **Philanthropy and Community Development**

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The not-for-profit world and the philanthropic world see things through different lenses and speak a different language. Nonprofits need to learn to speak to funding organizations in a manner that is meaningful to the funder and not use jargon that is not meaningful outside of their organization and/or field of business.

### **Summary**

When speaking to funders, tell your story, whom are you helping and why it makes a difference. Do not talk about your program. Talk about results and impact to your participant's lives.

Always have statistics that support your results when you speak with funders.

Frame the market by finding out what where the funder has an interest. If the funder is interested in education, tell him how education is important to your participants and how the program serves participants.

Look for other resources available through a funder beyond money. Often funders will become givers after they have donated something other than money and when they feel more comfortable with your organization.

### **Memorable Quote**

You will achieve more success when you spend more time thinking about how your needs match with the needs of the funding organization. Ask the right questions: Do you know what a job means to someone like this?

### **Questions that Remain**

Further investigate barriers

Relationship-building with foundations