



Culture connects



Khorovod Dance Matryos Festival

LCCs - Making the Case to Raise Funds

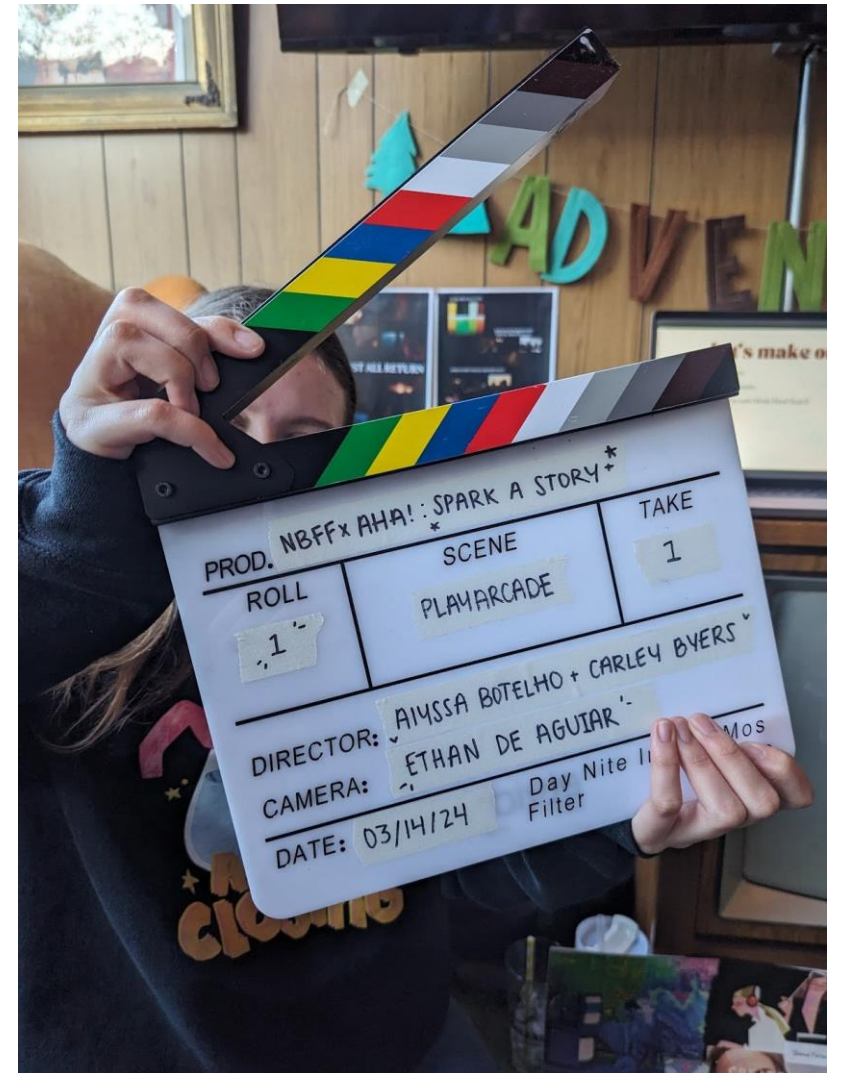
Today's Focus:

General info

Tips to build a case for support

Hearing from others on successful efforts

Resources



Did You Know?

- LCCs may use the interest earned on their account or their administrative funds for fundraising expenses such as postage, printing, social media campaigns or maintaining a website.
- LCCs need to use locally raised funds for purposes related to the arts, humanities, or sciences, and include them in the Financial Report, but do not need Mass Cultural Council's approval to spend money they have raised.
- All LCC monies – including fundraised funds – must be deposited and maintained in the revolving municipal account that is designated specifically and only for the LCC.

Three Core Questions

- Why do we need to raise funds?

Fundraising is a great way for LCCs to add to their grant award funds or support [Council Programs](#). There is always a gap between the funding available and the annual application requests.

- Who do we raise money from?

Your municipality. Local Community Foundations. The community.

- Why should they give our LCC money?

LCCs should have clear goals, strong relationships, compelling storytelling, and effective communication. You made it easy and convenient.

With a Little Help from Town Friends

Highlights from this 2022 blog post:

<https://massculturalcouncil.org/blog/with-a-little-help-from-town-friends/>

Connect with your municipality and just ask questions.

Understand the gap between the state allocation vs. how much folks applied for over the last 2-3 years. Bring it up *every* time you talk to *anyone* about funding.

Municipal employees can be stretched thin, make it easy for them to say “YES!”

Rather than invite the select board to an LCC meeting, invite them to an LCC grantee reception.

Send [press releases](#) about grant funding and LCC programs to each Select Board/City Council member, Mayor, and Town Manager/Administrator

Promote LCC work through local media and [social media](#)

Fundraising opportunities are all around you

- Event-based fundraising
 - Gala dinners and auctions, Walk-a-Thons and Fun Runs, ticket sales from Charity Concerts or Performances
 - Merchandise – have LCC t-shirts and mugs on sale
 - Donation jar at LCC funded events
- Crowdfunding campaigns
 - On platforms like GoFundMe or Kickstarter
 - Direct mail, email, social media campaigns
- Sponsorships and partnerships - approach local businesses and banks
- Planned giving and major gifts – contributions arranged in a donor's will or estate plans, or large donations from individuals or foundations.



Tips for Fundraising

- Have a sense of humor!
- Communicate with possible partners often and about more than fundraising.
- Make sure your support to the community is visible. The more exposure you have beforehand, the better you'll do during an ask.
- Don't be afraid to approach larger institutions for donations or auction items.
- Plan carefully, prepare for issues and be ready to troubleshoot.
- Be sure to 'test' your idea on a few people to work out issues and address new questions before approaching the larger public.
- Remember that people are busy. Simple fundraisers and direct asks can have a great return if you know your audience.
- Consider multiple sources when fundraising.
- Make sure each LCC member participates in a way they can be successful.
- Make sure you have the people power to successfully manage your chosen fundraising strategy.
- Engage support from others who want to contribute to the community.