

A Donor Centered Approach to Donor Education

**Presented by
Kristin Aldana-Taday & Darrell L. Tucci
The Liberty Hill Foundation**

by Kristin Aldana-Taday & Darrell L.
Tucci - Liberty Hill Foundation



ABOUT LIBERTY HILL

The Organization



Liberty Hill advances movements for social change through a unique combination of grants, leadership training and alliance building.

Liberty Hill is first to identify community leaders at the frontlines of change. We invest in changemakers and equip them with the skills and relationships they need to build power and advance social justice. After more than 30 years, Liberty Hill is uniquely positioned to bring together forces for change and forge a common agenda for equality and opportunity in Los Angeles.

Liberty Hill: **Change.** Not Charity.



Become an Agent of Change. Your monthly gift provides a vital and reliable revenue stream so Liberty Hill can invest in community leaders in underserved communities throughout Los Angeles. Your gift makes you eligible to receive updates from the field and opportunities to get more deeply involved in making Los Angeles a place of greater opportunity and equality for everyone.

[Donate now >>](#)



Lead the Change. Liberty Hill's Leadership Donors are a select group of individuals. By giving financial support at a high level, you propel Liberty Hill in its critical work. You also make a strong statement to all who are aware of your gift. You are dedicated to our shared vision: Equality, Opportunity. **Change. Not Charity.**

By giving \$500 or more today, you lead by example. As a Leadership Donor, you and a guest are invited to take part in one of Liberty Hill's acclaimed van tours for a true frontlines look at change, not charity.



With a gift to Liberty Hill, you can provide one of life's most meaningful tributes -- a tribute to a loved one's passions and values. **Honor friends, family and colleagues** with a gift to support change, not charity and we are happy to send a card acknowledging your gift.

[Make your tribute donation now >>](#)



Donor Services

by Kristin Aldana-Taday & Darrell L. Tucci - Liberty Hill Foundation



ABOUT THE PRESENTERS



Name: Darrell L. Tucci

Title: Chief Development Officer and
Director of Donor Services

Tenure at Liberty Hill: 4 years

Name: Kristin Aldana-Taday

Title: Deputy Director, Donor Services

Tenure at Liberty Hill: 7 years



WHAT YOU CAN EXPECT TO LEARN

How to Leverage Donor Education to Raise More Money for Your Institution by Moving from Donor Education to Community Centered Donor Engagement



We'd like to hear
from you!

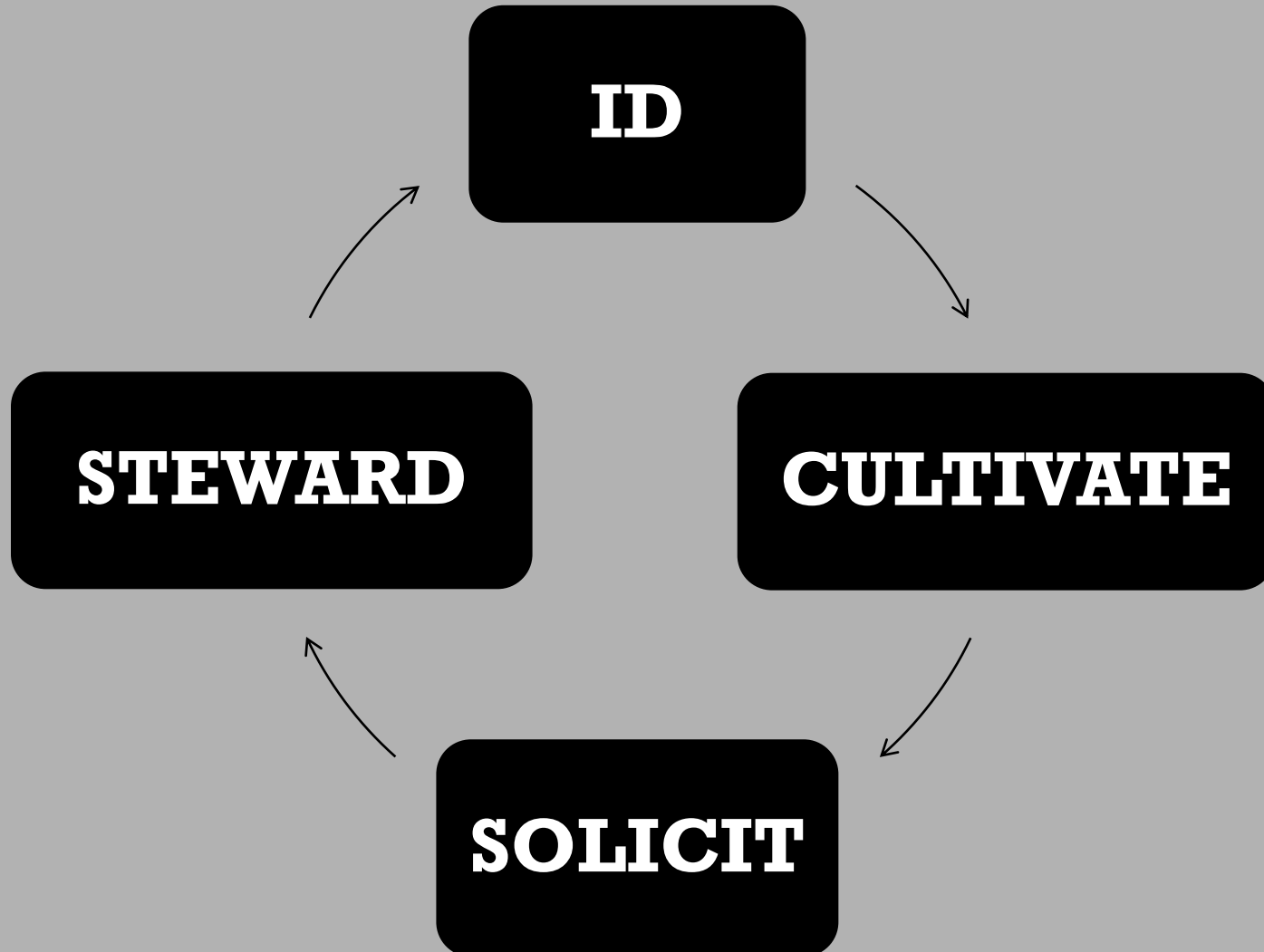
What are you
expecting to learn?

FOLLOW US TO COMMUNITY CENTERED DONOR ENGAGEMENT

1. Developing strategies to use donor education as a donor prospecting, cultivation and stewardship tool;
2. Adopting community centered approaches in working with diverse communities;
3. Engaging and empowering your Board in fundraising;
4. Showcasing your programs strategically in your events.



1. DEVELOPING STRATEGIES TO USE DONOR EDUCATION AS A PROSPECTING, CULTIVATION AND STEWARDSHIP TOOL



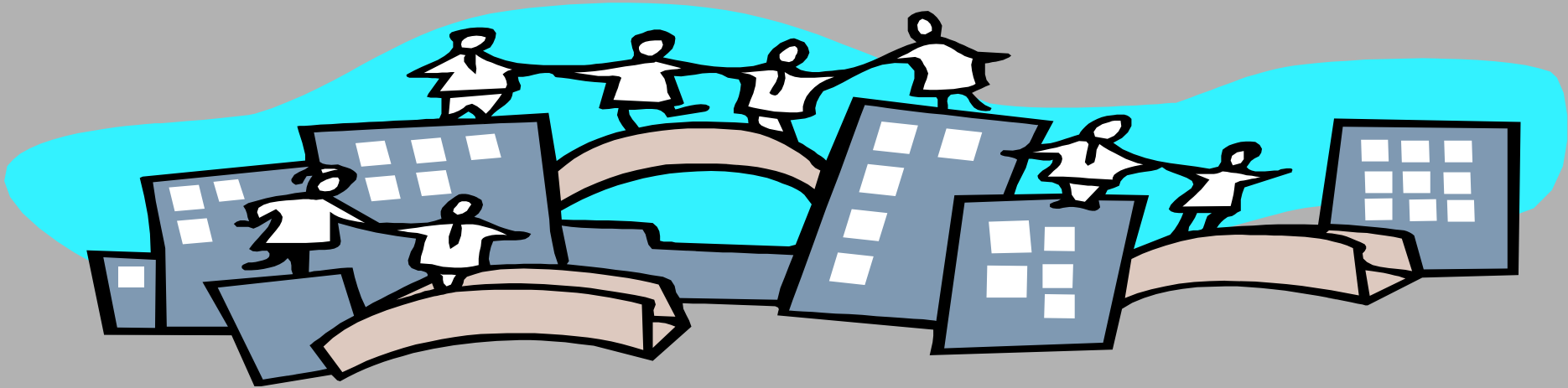
1. PROSPECTING, CULTIVATION AND STEWARDSHIP TOOL (continued)

Donor Engagement and Education efforts continue to be the best source of identifying new prospects, cultivating prospects into new donors, and stewarding current donors.

10/1/2007 – 7/31/09

512 attendees, **216** gave, **50** new donors

2. ADOPTING COMMUNITY CENTERED APPROACHES IN WORKING WITH DIVERSE COMMUNITIES



What makes a community?

People/Audience

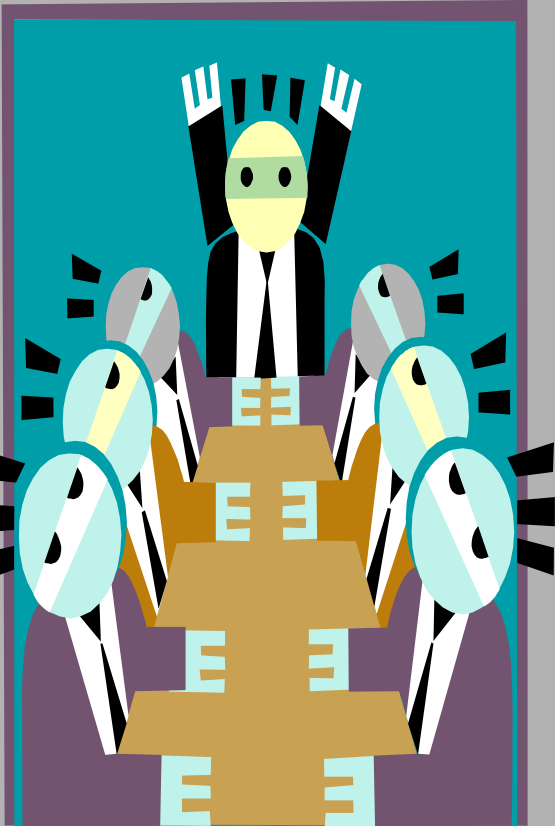
Partners

Place

Common interest

3. ENGAGING AND EMPOWERING YOUR BOARD IN FUNDRAISING

Board Members:



- Invite others
- Attend to steward
- Are a part of planning and/or program
- Engaged after term is over

4. HIGHLIGHT YOUR PROGRAMS STRATEGICALLY IN YOUR EVENTS

Highlight your work by including:

- A grantee OR
- A board member OR
- A staff member OR
- All three



CHALLENGES WITH COMMUNITY CENTERED APPROACH

- What about me?
- After the event, long-term engagement
- Practice makes perfect
- On a shoestring budget
- Your foundation vs. featured organization

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CASE STUDY: 40 AND UNDER EVENT

A few event notes:

- 42 attendees, 3 co-sponsors
- Feedback indicated attendees felt event was very informative

Applying the approach:

1. Philosophical approach to giving focused on young donors
2. Targeted young donors, partnered with young affinity groups, engaged panelists that looked/sounded like audience
3. Old guard board members attended, engaged in planning
4. Executive Director and moderator were keys in telling/representing Liberty Hill story

QUESTIONS

