Growing the Foundation Pipeline

Thursday, October 10, 2019

Presenter: Jill Viehweg
Director of Advancement
Denver Museum of Nature & Science
Growing the Foundation Pipeline

Overview

1. Types of Foundations
2. Foundation Pipeline Construction, Growth, & Maintenance
3. Discussion
Types of Foundations

IRS Definition

- **Private Foundations**
  - few donors
  - often one or two family members
- **Public Charities**
  - many donors
  - many sources -- individuals, businesses, government agencies, other foundations
Types of Foundations

**More Meaningful Categories**
- Have they funded your organization before?
- Do they support your peer institutions?
- Transparent vs. Mysterious
- Connected with a family? A company? A community?
- Mission / Philanthropic Interest/s
- Type/s of giving
- Size of donation
- Do they fund in your area?
- Relationship analogies...
- Referrals...
Growing the Foundation Pipeline

Construction & Maintenance

1. Research and prioritize
2. Schedule your proposals
3. Execute on your plan
   Follow the guidelines
   Get another set of eyes on your work
4. Seek feedback
5. Reflect and adjust
6. Seek green shoots
Discussion & Questions

Thank you!