



Good morning, everyone. I'm Amy Rome. Thank you for joining us for our 14th annual Philanthropic Landscape presentation. **Again this year we have a full house!**

Today we will be talking about fundraising, and the future. **We think this theme is an important one because obviously our fundraising supports our missions.**

We have chosen a cultural icon, a clock tower that you see pictured in this slide, to represent the passage of time, and the importance of thinking about the future.

If we were sponsoring a trivia night, we would ask you how this clock tower connects to:

- Atticus Finch
- Gary, Indiana
- Vampires
- And the desperate search for 1985.

Think about your answers and we will reveal more later.



The Rome Group
Insights. Strategies. Solutions.

Our Mission:
To strengthen communities by strengthening our nonprofits.

We can help you:

- Define and plan for future success
- Raise more money
- Build organizational strengths

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But first, I want to talk a bit about The Rome Group. Our mission is to help strengthen communities by strengthening our nonprofits.

We work with clients to provide insights, strategies and solutions that help them define their goals, plan for success, raise more money and build stronger organizations in the process.

For over 25 years, we have been fortunate to partner with more than 250 nonprofit organizations throughout the region. Some of you are in the audience and it's great to see you here.

So thanks to everyone who has placed their trust in us.

Since last year, our team has grown and I'd like to take a minute to introduce you to everyone.

The Rome Group Team



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Managing Directors



Elizabeth George, MBA, MSW



Ellen Howe, CFRE



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Seriously...we have two **extremely capable Managing Directors...who both wear red a lot:** Elizabeth and Ellen.

Consultants



Ashley Holmes, MSW



Jennifer Drake Fantroy



Mary Pat O'Gorman, MS



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Our very talented consultants **include**: Ashley, Jennifer and Mary Pat

Associates



Michelle Fiedler



Robin Kraujalis, CFRE



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And our knowledgeable associates are Michelle and Robin

Client Services Manager



Alice Squires



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And of course, Alice, our **Client Services Manager** who cheerfully greets you when you call us and assists our clients in many ways.

Company Mascot & Chief Security Officer



Jack Benny Rome



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And we can't forget Jack who keeps us all smiling... and who also likes red.

I'm very proud of our team and the excellent services we provide to the nonprofit community.

A presentation slide with a white background and a dark purple vertical bar on the left. The title "2016 Philanthropic Landscape" is in bold black text. Below it, "Today's Agenda" is also in bold black text. A bulleted list follows: "Local Survey Results", "Keynote Address: Philanthropy Now & In the Future", "Panel Discussion", and "Audience Q&A". At the bottom left of the slide is a logo consisting of a stylized 'R' in purple and white, and the text "© 2016 THE ROME GROUP" below it.

2016 Philanthropic Landscape

Today's Agenda

- Local Survey Results
- Keynote Address: Philanthropy Now & In the Future
- Panel Discussion
- Audience Q&A

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Now that you know a bit more about us, let's review today's agenda. We're confident that you will walk away with practical information that will help you **today**. Plus, we will give you food for thought for your fundraising strategies and activities going **forward**.

First we will share the highlights from this year's Giving USA and then look at the results of our surveys of local nonprofits and grantmakers.

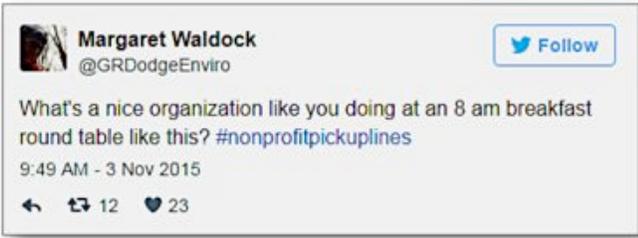
Then, we will hear from our keynote speaker, Dr. Una AH-si-lee. She is an internationally recognized expert on trends in philanthropy. We are delighted that she is with us this morning.

Following Dr. AH-si-lee's address, we have assembled a panel of local fundraisers and donors who will share some of their insights on how to engage, solicit and steward donors in this ever changing environment.

Dr. AH-si-lee and the panel will also respond to your questions, so get ready to participate. In fact, this year, we are going **to the twitterverse** to gather your questions and comments.

2016 Philanthropic Landscape

- **Tweet with us!**
@theromegroup
#LandscapeSTL16



Margaret Waldock
@GRDodgeEnviro

What's a nice organization like you doing at an 8 am breakfast round table like this? #nonprofitpickuplines

9:49 AM - 3 Nov 2015

12 retweets, 23 likes

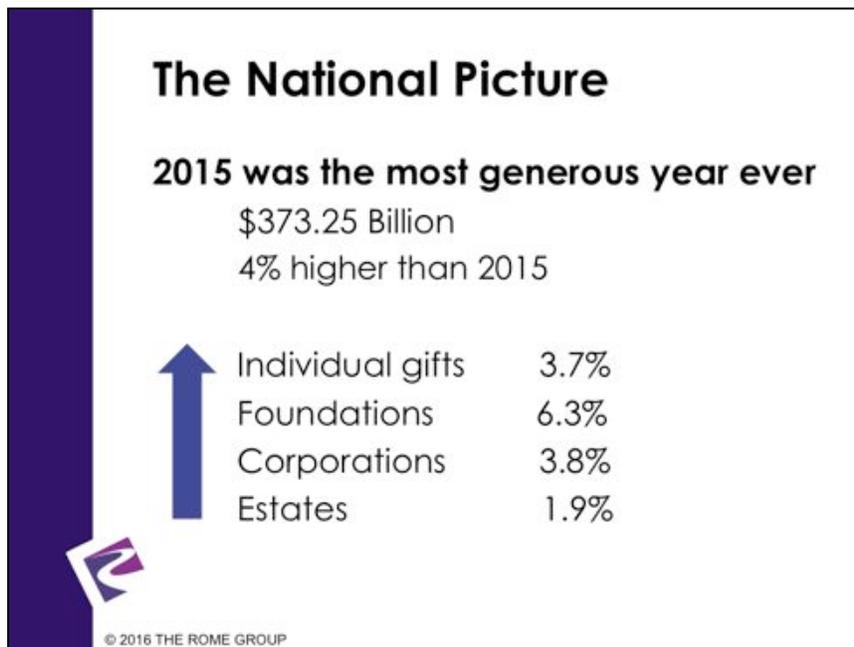
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Speaking of the twitterverse... (whatever that is) today, you can tweet with us at theromegroup, or using the hashtag LandscapeSTL16. We will gather questions for our panel from your tweets.

And for those of you who don't use **THE TWITTER** – you can use **THE** ever handy note cards.



We will talk about the future in a few minutes, but first, what do we know today?

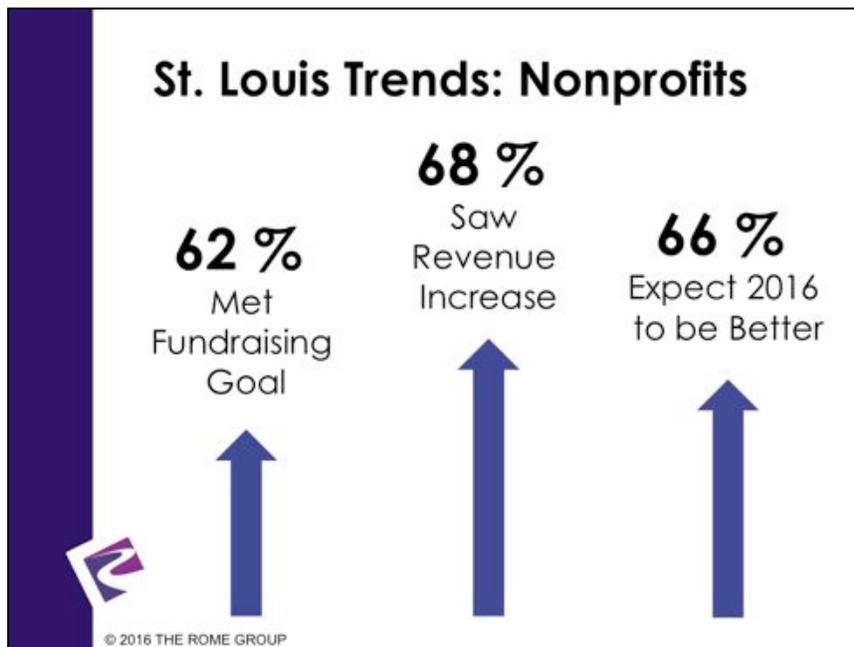


Giving USA reports that 2015 Was America’s Most-Generous Year Ever.

Donations from individuals, estates, foundations and corporations totaled more than \$373 billion, setting a record for the second year in a row. Giving was up four percent from 2014 when adjusted for inflation.

As usual, individuals accounted for the largest share of this growth, with their donations growing 3.7 percent. As you can see on the slide, foundation giving, corporate giving, and estate gifts all increased last year.

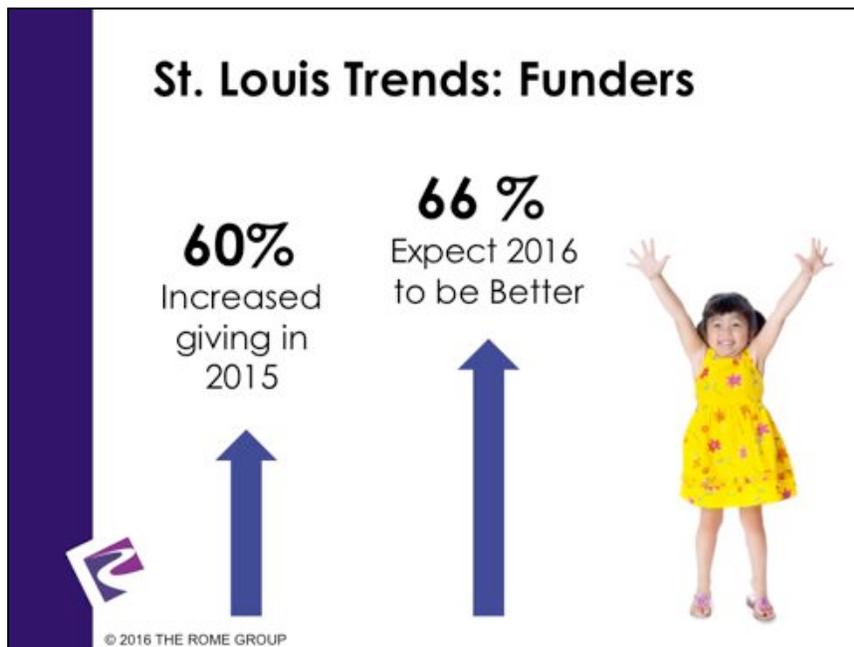
Now let’s look at our own local nonprofit and donor survey results which, I’m happy to say, mirror the national trends.



Overall, 62% of the nonprofits we surveyed met their fundraising goal in 2015, and 68% of you said you raised more in contributions than the year before.

That success has fueled optimism for 2016. Two-thirds of you say that you expect to raise more in 2016 than in 2015.

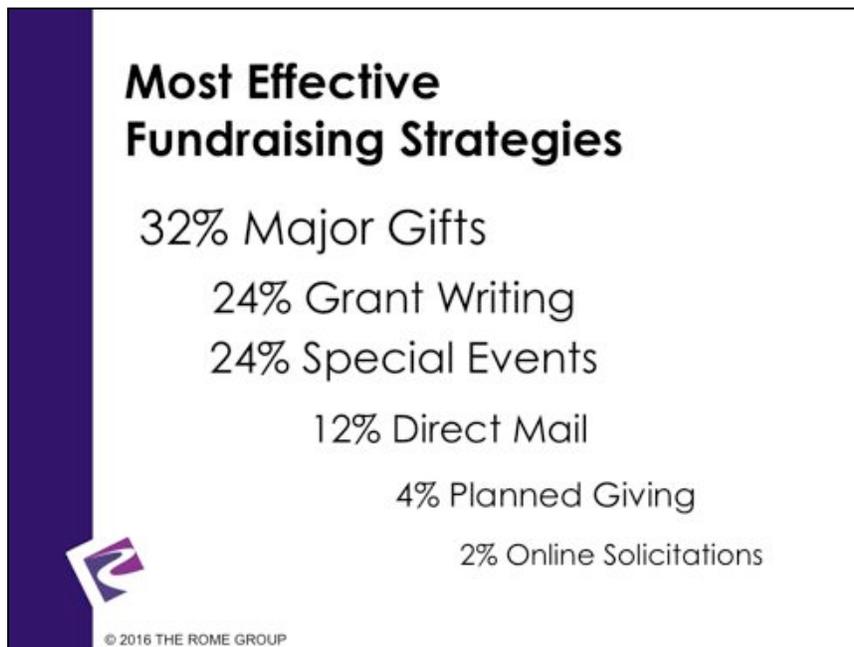
When we asked this question last year, only a little over half of you were optimistic that this year would be better, so there is definitely a sense of good times ahead.



Overall, funders have the same positive outlook.

Sixty percent say that they increased their local giving last year and almost two-thirds said they expect to give as much or more this year than in 2015.

The little girl is doing the happy dance for me since I don't think you want to see me do that on stage.



We also asked what fundraising strategies are working best

When everything else is considered, the personal touch matters most...with major gifts topping your list of most effective strategies. About a fourth of you said either grant writing or special events were the most effective.

While 86% of you continue to use direct mail, and we believe that it needs to be part of your arsenal, only 12% said it is your most effective strategy.

Nearly a third of you have now started a planned giving program, but just 4% of you feel it's highly effective.

More of you too are turning to online appeals. Two-thirds of you employ this approach, but only 2 percent said online appeals are your most effective option. There is no question that technology will be essential for fundraising in the future and we will hear more about this from our speaker.



Here are the 7 top challenges nonprofits face in 2016.

Even though 2/3rds of you said that you expect to see increased revenues in 2016, “Not Meeting Fundraising Goals” still tops the list – followed closely by “Planning for the Future”.

Ramping up marketing and communications, reliance on government funding, demand for services and changes in leadership round out the list.



When we asked Funders the same question (with the same options to reply), it was interesting to compare responses.

Funders see competition for support as the greatest challenge facing the sector. Nonprofits did not indicate competition as a top concern. Based on our experience, funders believe that there are too many nonprofits with similar missions.

This likely relates to the second challenge funders identified: finding ways to pursue more collaborations and alliances. Again, nonprofits did not consider this a top challenge. However, we continue to believe that this is something that nonprofits have to address.

There IS agreement between funders and nonprofits about the challenge of providing program impact data and meeting service needs.

The old adage seems to apply now and will into the future: No Money, No Mission AND No Mission, No Money.

The Most Important Factor for the Future of Fundraising

Nonprofits	Funders
1. Connecting with the "new" donor	1. Demonstrating the impact of gifts
2. Demonstrating the impact of gifts	2. Connecting with the "new" donor
3. Enhancing the donor experience	3. Ensuring the right leadership

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Finally, we asked both nonprofits and funders what they think will be the single most important factor for successful fundraising in the future.

Nonprofits' indicated their top three factors as:

1. involving donors of all ages in giving, or as we describe it "connecting with the 'new' donor";
2. demonstrating that donors' investments support measurable outcomes; and
3. improving the donor experience with their organizations.

Not surprisingly, funders emphasized the need for nonprofits to demonstrate that their investments support measurable outcomes. They agree with the need to connect with donors of all ages; and they want nonprofits to focus on ensuring they have good fundraising leadership.

So the funders are saying:

1. show us the impact of our gifts;
2. develop a broad demographic donor base; and
3. find the right staff to lead fundraising efforts



So before we talk further about challenges and the future....remember our Clock Tower trivia question?

Well, the clock tower was seen in the movie, To Kill A Mockingbird,
It was also the tallest building in the town square in The Music Man,
It was featured in several episodes of Buffy, The Vampire Slayer,
And most relevant for today, it was the key to time travel in Back To The Future.

An inspiring quote from that movie - from Michael J. Fox as the character Marty McFly - is "If you put your mind to it, you can accomplish anything."

Let's keep that optimistic thought in mind as we prepare to listen to our guest speaker.

....oh, and if you correctly answered our trivia question, you would get a Rome Group coffee mug if we had them.



Dr. Una Ah-si-lee is the Director of Research at the Indiana University Lilly Family School of Philanthropy. She is also the current Chair of the Research Committee of the Women's Philanthropy Institute, and a member of the Research Committee of the Lake Institute for Faith and Giving.

Dr. Osili has a long and impressive list of accomplishments. Perhaps most relevant to her remarks today is her leadership on the research for Giving USA. She also directs the Lilly School's signature research project, the Center on Philanthropy Panel Study, which is the largest and most comprehensive longitudinal study of the philanthropy of American families.

This morning, we have asked her to provide an overview of trends in philanthropy, including new funding mechanisms, trends in high net worth philanthropy, how American families give today compared to yesteryear, and what all of this mean for fundraising in the future.

I know all of you will benefit from her knowledge and insights. So please join me in welcoming, Dr. Una Osili.



(Following Una, Ellen comes to the podium)

Good morning. I'm Ellen Howe and I will be moderating the panel discussion.

But first I want to thank Una for those informative remarks. Let's give her another round of applause.

I'd now like to invite our panelists to the stage. While they are coming up, I remind you that we'd like to hear from you during this portion of the morning.

If you have question or comments for our panelists, you can send them instantly via Twitter to @theromegroup, or using the hashtag LandscapeSTL16. If you don't have Twitter, **please write your question on the cards you were given. Pass them to the end of the aisles and we will get them.**

Our Panel

Leslie Gill, CEO
Annie Malone Children & Family Service Center

Donna McGinnis, Sr.VP of Community & Development
Missouri Botanical Garden

Steph Perkins, Executive Director
PROMO

Pete Werner, Nonprofit Consultant

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Let me briefly introduce our panelists.

Leslie Gill is Chief Executive Officer with Annie Malone Children & Family Service Center. She has extensive experience in public relations, nonprofit management, and community affairs.

An alumna of Hampton University, she also holds an MBA from Saint Louis University. Welcome Leslie.

Donna McGinnis is Senior Vice President of Community & Development at the Missouri Botanical Garden, where she is responsible for the Garden’s multiple engagements with the community, including fundraising. Among her previous experiences in fundraising, we’re proud to say that Donna spent several years as a consultant with The Rome Group. Donna also is on the faculty of the Nonprofit Management graduate program at Washington University in St. Louis. She holds a BA in communications and an MBA as well as the CFRE credential. Good morning, Donna.

Steph Perkins is the Executive Director of Promo, a statewide organization advocating for LGBT equality through legislative action, electoral politics, grassroots organizing, and community education. Steph has been with Promo since 2008 and was named Executive Director in 2016. He graduated from Missouri State University. Welcome Steph.



Thank you to our panel and thank you, also, to our partners at Gateway Center for Giving for both their help with the funders survey and assistance today. We couldn't do it without you!

As a reminder: the full results of the Philanthropic Landscape survey will be posted online next week. We will also post responses to audience questions you submitted that we did not have a chance to address during the event in our newsletter. You can sign up for our updates at our website, www.theromegroup.com.



Thanks to everyone for coming. As a reminder: the full results of the Philanthropic Landscape survey will be posted online next week. We will also post responses to audience questions you submitted that we did not have a chance to address during the event in our newsletter. You can sign up for our updates at our website, www.theromegroup.com.

Have a great day.