

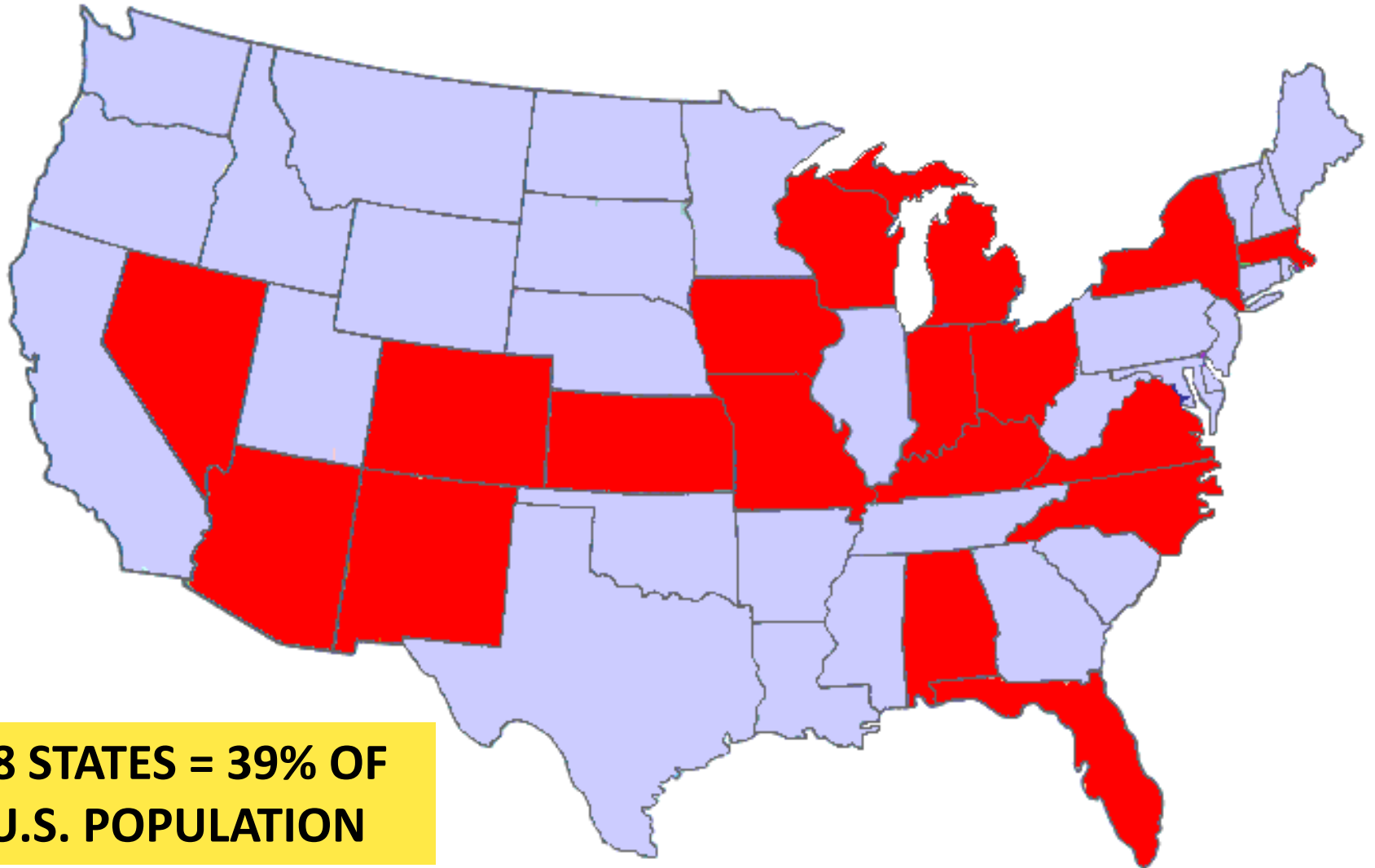


INTERNATIONAL
ECONOMIC DEVELOPMENT
COUNCIL

GETTING CREATIVE: NEW AVENUES FOR FUNDRAISING

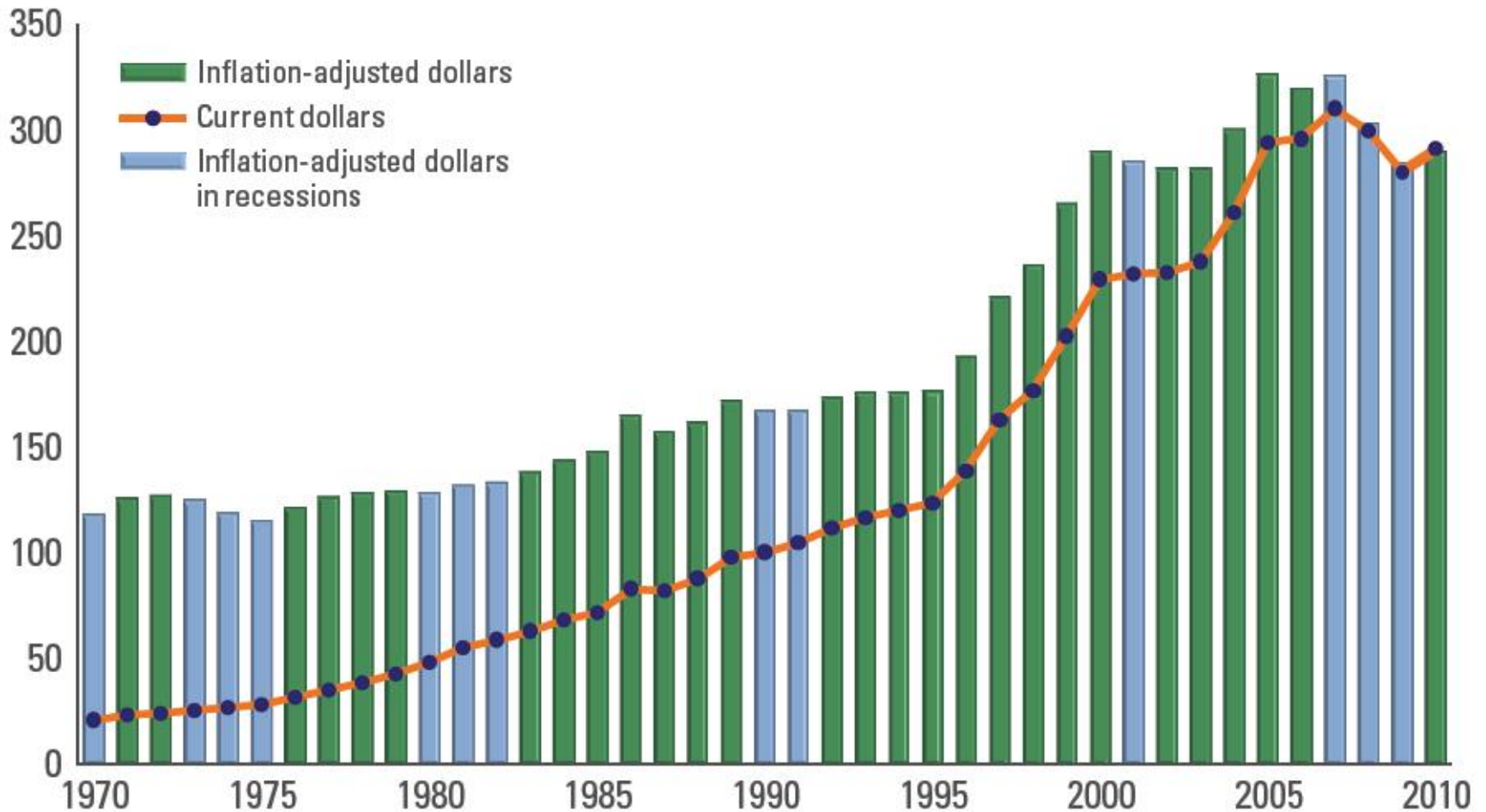
resource development
group

MAJOR SHIFT IN ED DELIVERY



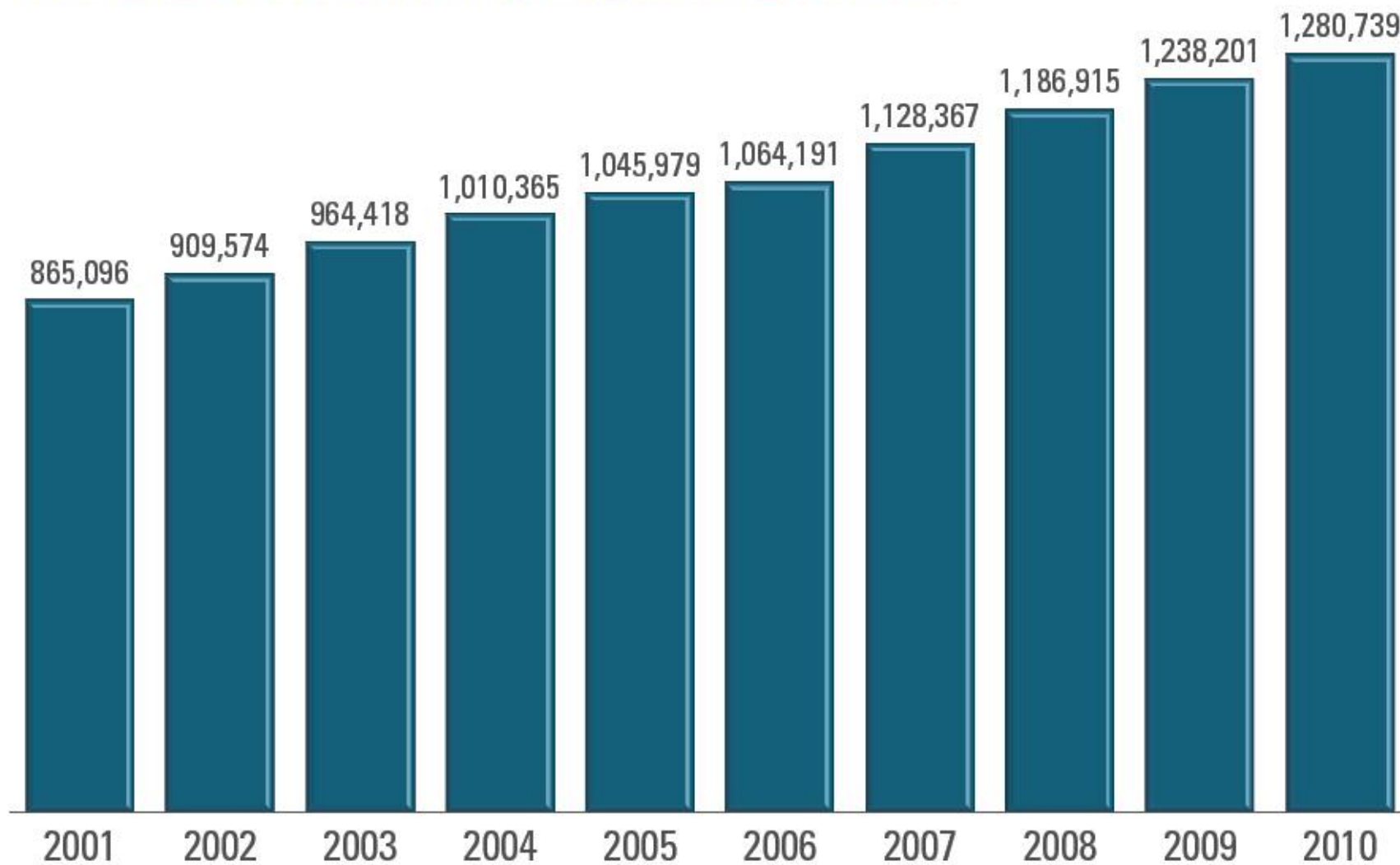
**18 STATES = 39% OF
U.S. POPULATION**

Total giving, 1970–2010 (in billions of dollars)



Source: Giving USA Foundation™ / Giving USA 2010

The number of 501(c)(3) organizations, 2001–2010

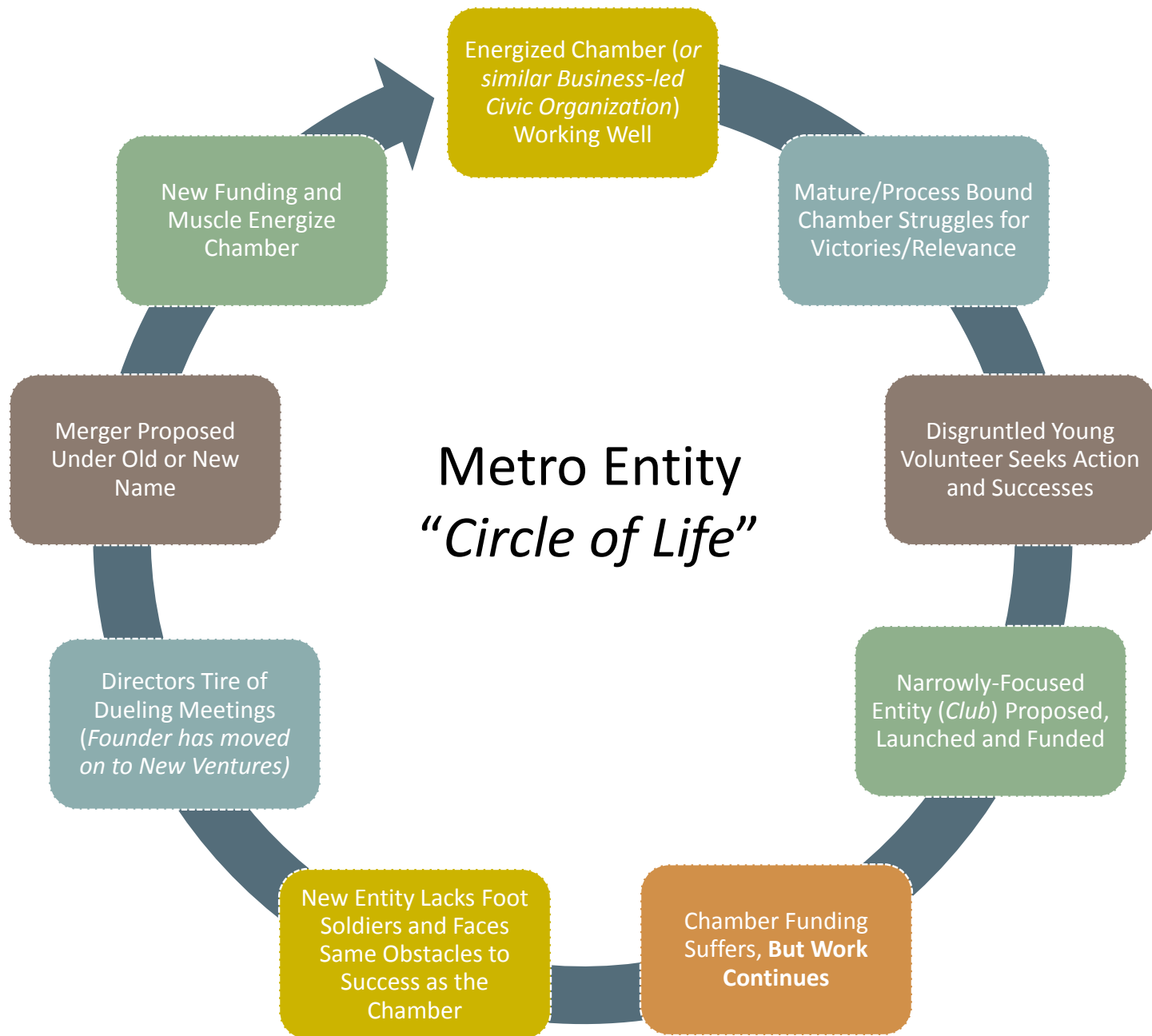


Source: Giving USA Foundation™ / Giving USA 2010

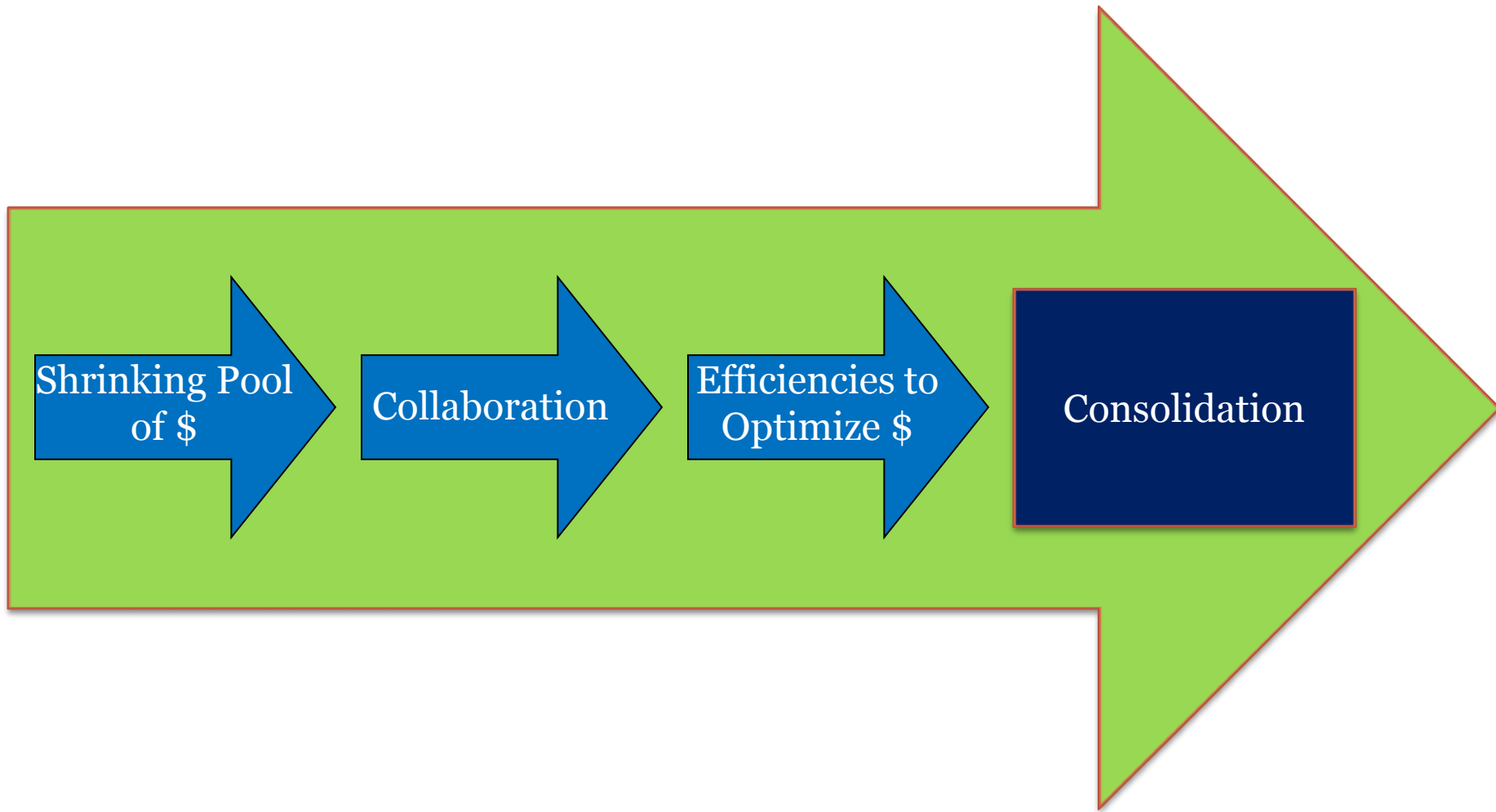
TIPPING POINT



**Corporate Realignment + Government Transformation =
Profound Implications for EDO's**



WHAT COULD THIS ALL MEAN FOR EDOs?



CAN'T DO THIS ANYMORE

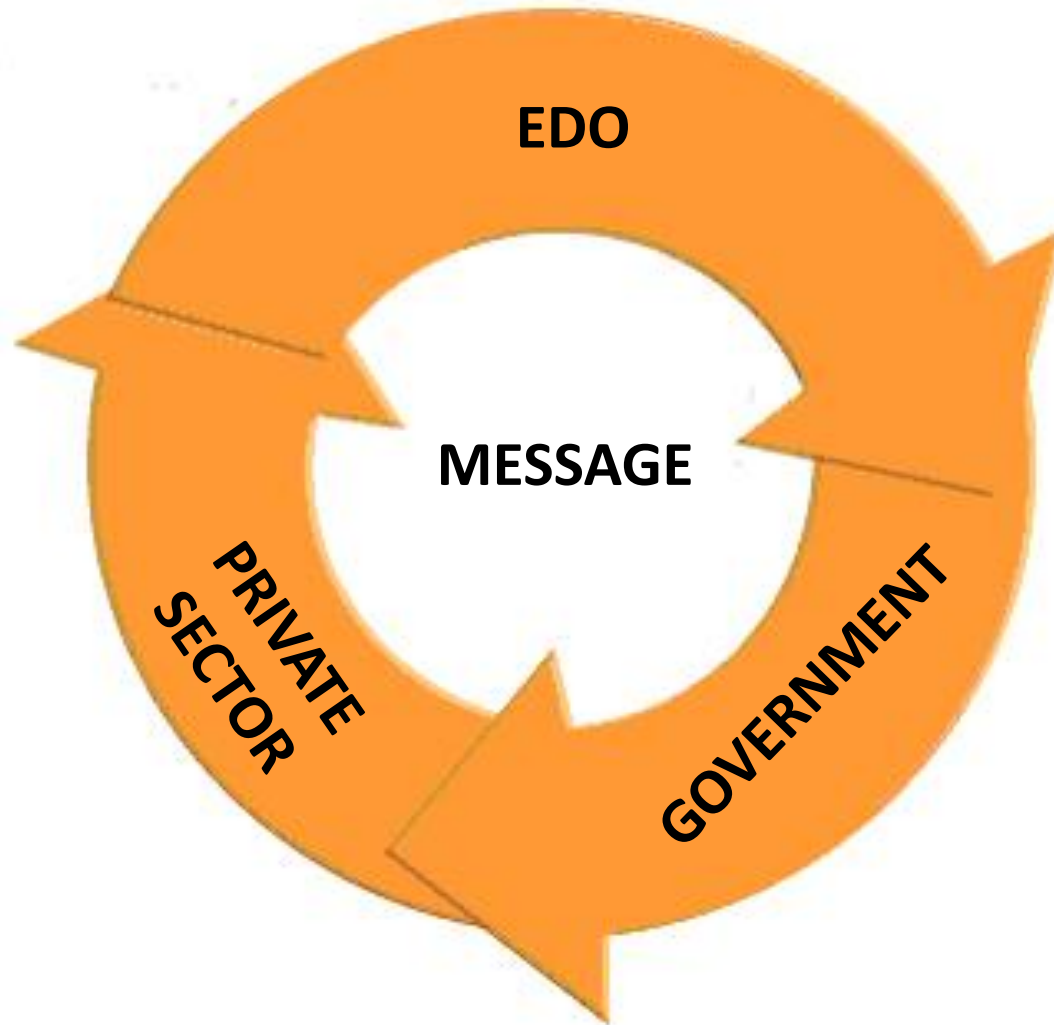
Retention
Marketing
Attraction
\$10 Million
25,000 New Jobs

KEY UNDERLYING PREMISES

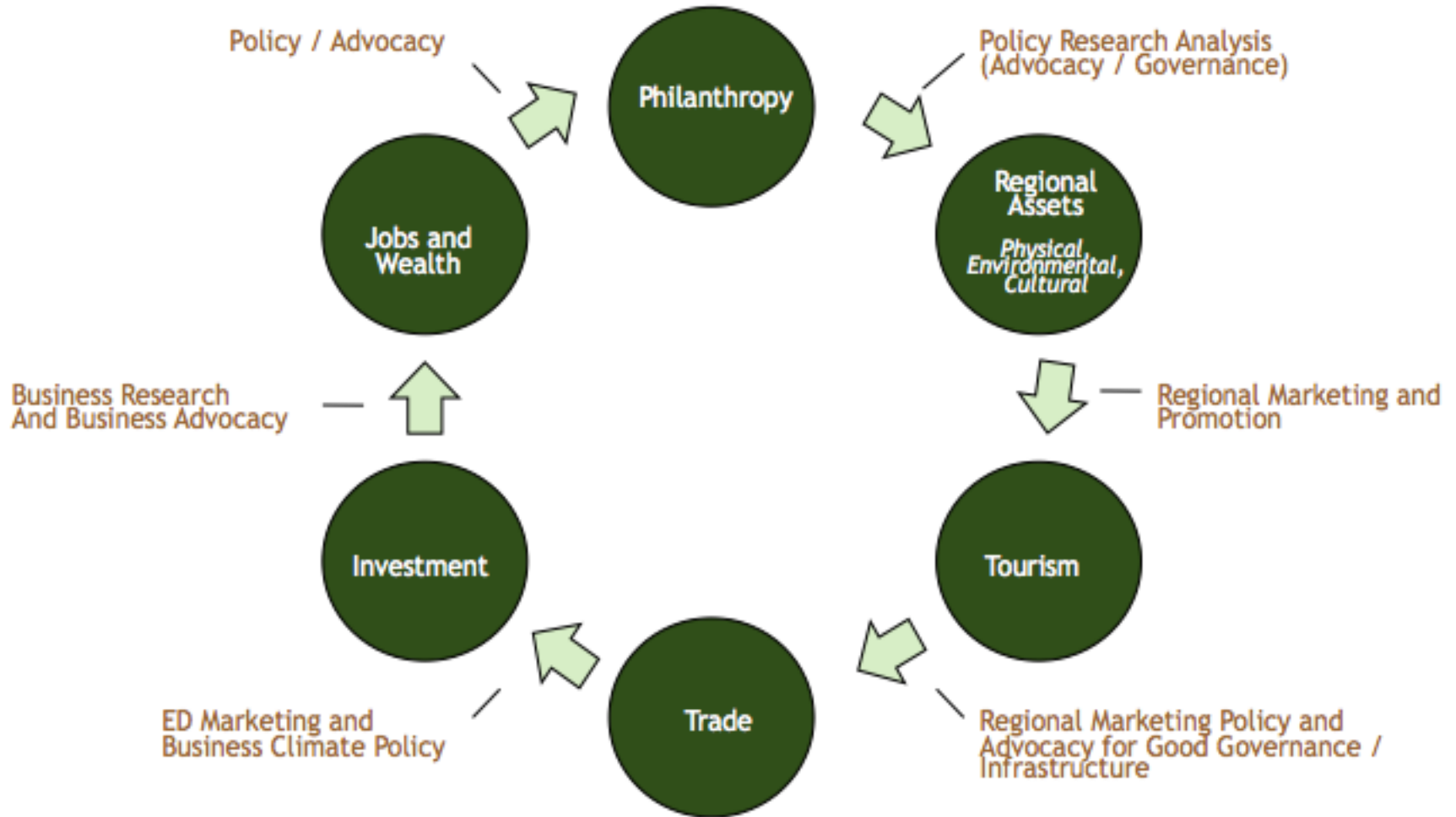
The Art Of Raising Money Is All About The Science Of Building An Effective, Meaningful And Relevant Organization!

Gimmicks ≠ Sustainable Funding

UNIFIED MESSAGE



REGIONAL SUCCESS CYCLE



Source: The Langley Group

CONNECTING THE DOTS ON HOW IT WORKS

Regional Deal Flow Process



KEY QUESTIONS TO ASK YOURSELF

- 1. Do You Have A Compelling, Long-Term Vision And Plan?**
- 2. Does Your Leadership Represent An Appropriate Mix Of High-Level Public And Private Representation?**
- 3. Is Your Leadership Engaged In What You Do? Do They “Own” Your Agenda?**
- 4. Do Your Metrics Measure Things You Control? Do they paint a clear picture of organizational success?**
- 5. Do You Have A Comprehensive Communications Plan?**



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