
Ballet Des Moines

Making the Ask



Content



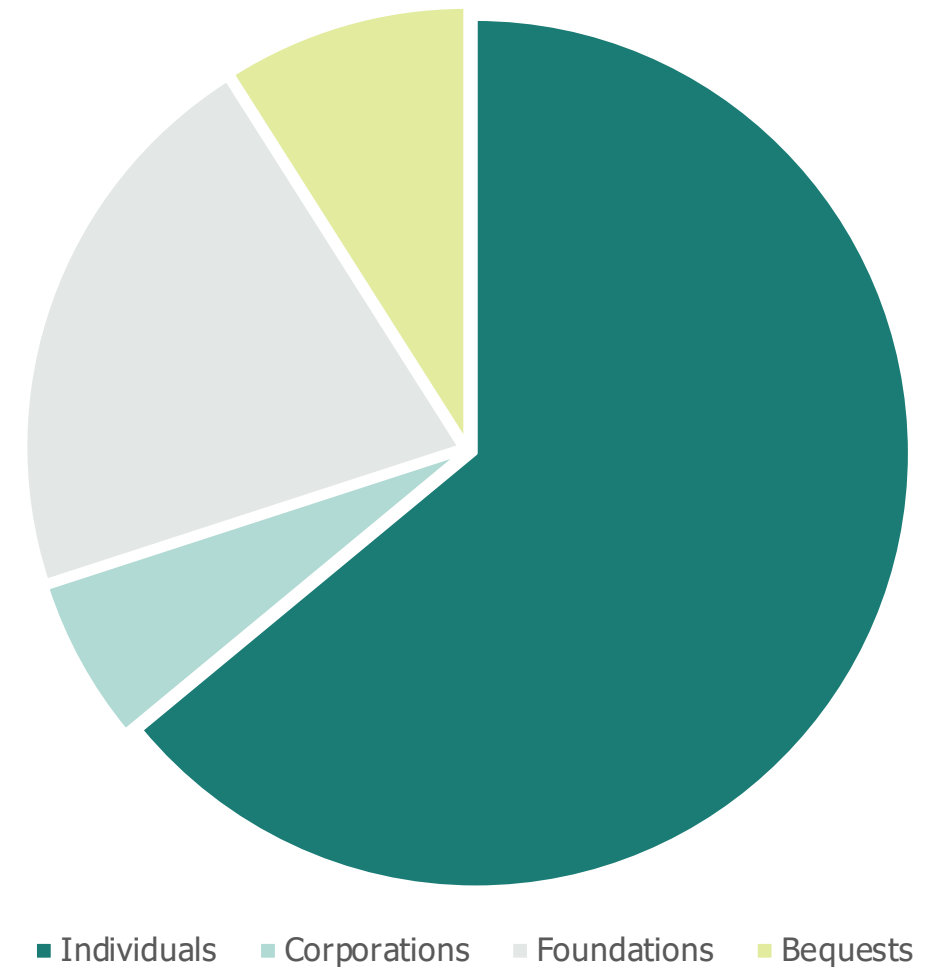
01.
Prospecting for the campaign

02.
Understanding the process

03.
Making the ask

National Trends

- \$499.33 billion in contributions in 2022
- Down 3.4% from 2021;
10.5% factoring inflation
- Individual giving is down, but remains the highest



Motivation to Give



INDIVIDUAL GIVING
INFLUENCES



CORPORATION / FOUNDATION
GIVING INFLUENCES

Donor Landscape

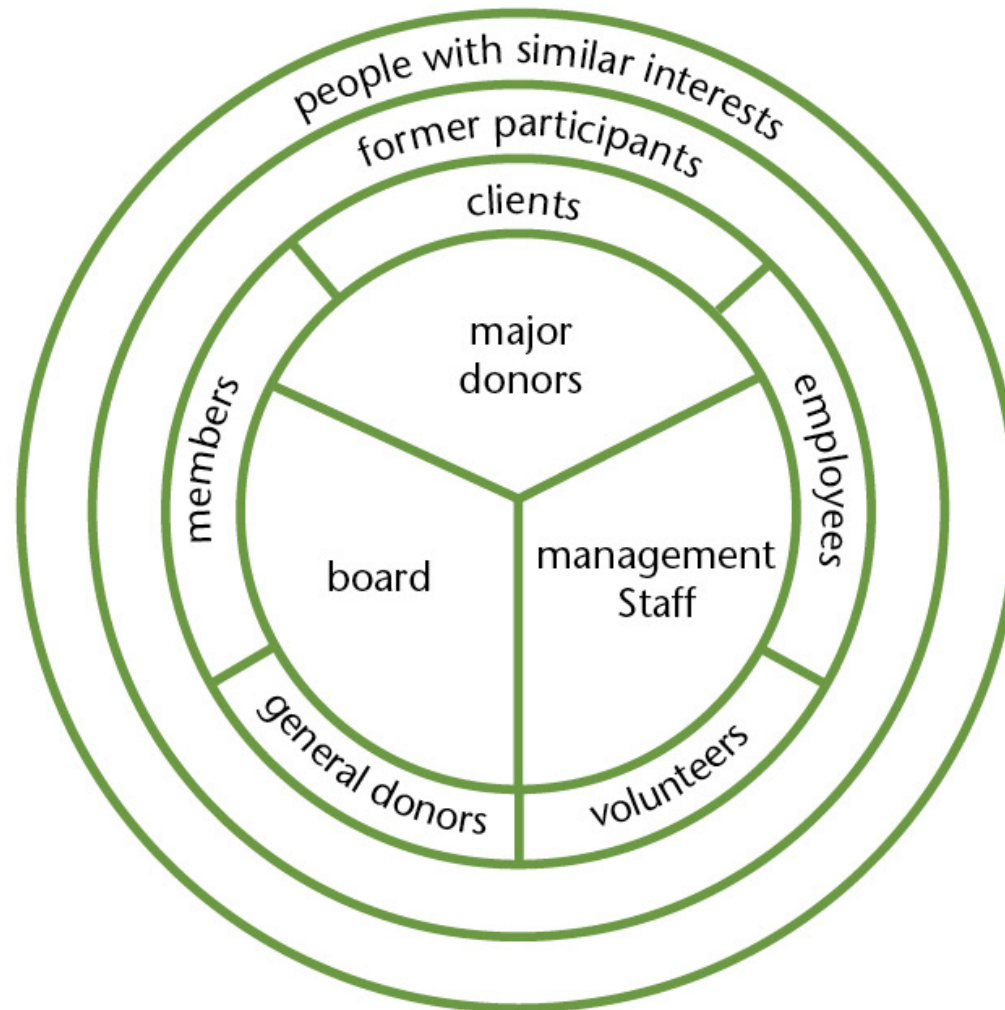
Link: Have they attended performances or events?

Interest: Do they care about the arts & culture? Is downtown revitalization important to them?

Ability: Always assess link & interest before ability.

Prospects



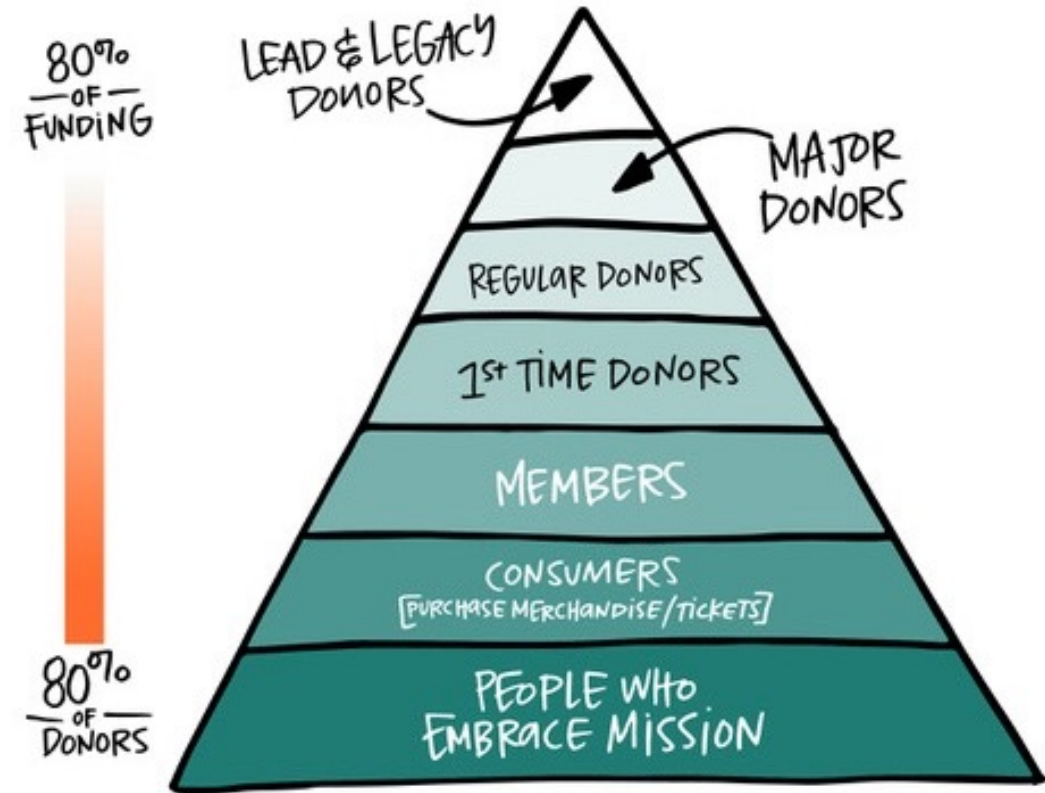


Prospects



Donor Engagement Pyramid

Prospects



gift range chart: \$2.5 million



AMOUNT	# NEEDED	TOTAL \$
\$500,000	1	\$500,000
\$250,000	2	\$500,000
\$100,000	4	\$400,000
\$50,000	8	\$400,000
\$25,000	12	\$300,000
\$10,000	15	\$150,000
\$5,000	25	\$125,000
Less than \$5,000	40	\$125,000

rules of thumb

Top gift = 10-20% of goal

Top 5 gifts total half of goal

Top 15 gifts total 70% of goal

5 “I’s” of Donor Motivation

1. To make a relevant social **investment**
2. To see and know the true **impact**
3. To fund **issues** that reflect their values
4. To fund new **ideas** that effectively address needs/problems
5. To respond to opportunities for appropriate **involvement**

Prospects



Making the Ask

Relationships are key

- Who makes the ask matters
- Passion, integrity and trust are the biggest factors of success in a fundraising ask
- Top 3 motivators for people to give:
 - Somebody asked
 - Relationship with the asker
 - Want to be a part of the work

Making the Ask

Don't be afraid to ask

- Asking for & giving money are **natural** processes, not something to avoid
- People give money because they **want** to
- People don't give unless they are **asked**
- People give to **people**
- People give to **success**, not distress

Keep in mind

- Key role is relationship building
- Make time for the donor: meet face-to-face
- Talk less, listen more – discover their interests
- Share stories, not just facts & figures
- Have a game plan, but be flexible

Making the Ask

Four Simple Steps

01.

Introduction

02.

Preparation

03.

A personal visit

04.

Follow-up

Making the Ask

Making the ask

Introduction

- Brief email asking to meet
- Be transparent that this is about a campaign for Ballet Des Moines



Making the ask

Preparation

- Gather information about the prospect
- Review the case
- Determine ask amount or range
- Partner & pair
- Be enthusiastic!



Making the ask

Personal Visit

- Open
- Engage
- Ask
- Close



The personal visit

Open

- Volunteer leads conversation
 - Casual to begin
 - Put the donor at ease
- State goals of the meeting
 - *“We’re hear to talk about a new home for Ballet Des Moines in the heart of downtown.*



The personal visit

Engage

- Ask questions
 - *Have you been to the ballet recently?*
How important is downtown revitalization to you?
- Find out what's important to the donor – listen
- Share points from the casebook and how they can support the campaign





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CONNIE WIMER

**OWNER & CHAIRMAN,
BUSINESS PUBLICATIONS CORPORATION
BALLET DES MOINES CAMPAIGN CO-CHAIR**

When I think about what makes a vibrant city, a few things come to mind: a bustling downtown, unique experiences, dynamic growth, and new discoveries.

At the heart of any city are shared spaces: parks, restaurants, theaters, and active street corners that create opportunities for connection, discovery, reflection, and belonging.

The arts have been integral to Des Moines' continued success, and as we redefine the role of downtown in our lives, innovative, collaborative, and creative institutions like Ballet Des Moines are leading the way.

The Ballet Des Moines Campus for Arts and Education will not just create a new home for our world-class ballet company, it will serve as a catalyst for creative collisions for all – our artists, our students, our workforce, and our visitors.

I'm so energized by the leadership of Ballet Des Moines and the quality of their programs. Their performances inspire me and thousands of others, and they're a state-wide leader in arts-education. Ballet Des Moines is a jewel in Des Moines' crown, and I can think of no one better positioned to transform a site that has been vacant for a decade into a hub of energy and creativity.

Our city has a history of seizing opportunities to create a better tomorrow. This is our moment to create an environment that generates community vitality for years to come. I hope you'll join me.

Set the stage, share the vision

- BDM Campus for arts & education
- A new home for BDM
- An infusion of creative energy downtown
- A hub for nonprofits
- \$2.5 million campaign
- Share why you are involved & why this is important to you



Ballet Des Moines is a purpose-driven dance company with a mission to enrich lives through inspiring performances, inclusive education and outreach programs, and innovative community partnerships. Ballet Des Moines has established itself as a local innovator and state-wide leader in interdisciplinary learning, redefining the role of the arts in education by wielding creativity as a tool to improve academic outcomes, teach empathy, and build the confidence and curiosity in the next generation of leaders.

Over the past 4 years, BDM has transformed from a company of five professional dancers primarily serving local young dancers and their families to a company of 19 dancers bringing world class performances and programs to communities across the state.

WORLD CLASS DANCE COMPANY

REGIONAL LEADER AND INNOVATOR IN
ARTS AND EDUCATION

AUTHENTICALLY INCLUSIVE

DRIVEN TO MAKE INSPIRING AND
ENRICHING PROGRAMS ACCESSIBLE
TO EVERYONE

GOVERNOR'S ARTS AWARD 2023

BRAVO GREATER DES MOINES
SPOTLIGHT AWARD 2023

"BALLET DES MOINES LIVES THEIR VALUES
BY CREATING PROGRAMMING THAT MEETS
PEOPLE WHERE THEY ARE AND BY INTENTIONALLY
COLLABORATING WITH OTHER SECTORS TO INTEGRATE
AND AMPLIFY THE POWER OF THE ARTS."

SALLY DIX, EXECUTIVE DIRECTOR
BRAVO GREATER DES MOINES

Background + Overview

- Background on BDM
- A world-class dance company
- Regional leader in arts education
- Inclusive
- Inspiring & enriching programs
- Recent transformation of ballet



THE BALLET DES MOINES CAMPUS FOR ARTS AND EDUCATION

The Ballet Des Moines Campus for Arts and Education provides a headquarters for the Ballet, nonprofits, educators, artists, and leaders to improve outcomes and quality of life across our region through interdisciplinary opportunities. The campus will serve as a physical and virtual hub and connector between disciplines and communities, a shared asset and inclusive environment for learning and collaboration.

**\$1.5 MILLION
CAMPUS RENOVATIONS**

**\$1 MILLION
ENDOWMENT TO SUPPORT FUTURE
OPERATIONS AND MAINTENANCE**



9,000 SQUARE FEET DEDICATED TO BDM AND ITS PARTNERS

**REHEARSAL & EDUCATION STUDIO
STUDIO THEATER
COSTUME SHOP
DRESSING ROOMS
SHARED OFFICE/MEETING SPACE**



Campaign Overview

- Talk about space
- 9,000 square feet for BDM & partners
- Studio theater
- Rehearsal & education studio
- Costume shop, dressing rooms
- Office and meeting space



A WORLD CLASS CITY DESERVES A WORLD CLASS BALLET

The campus offers a trove of opportunities to expand the Ballet's award-winning programming, increasing access and participation in experiences that inspire, connect, educate, and spark creativity in audiences of all ages.

With a **full-size studio theater** and additional rehearsal and education studio, the campus will allow BDM to hire more professional dancers and increase the roster of full-time Trainees, which in turn will **expand the breadth and scope of its performances** from bigger productions to expanded touring across the Midwest.

In addition, the campus will allow Ballet Des Moines to further underscore its role as a hub and connector across communities and disciplines, creating a home for training and professional development services for educators and teaching artists. By investing in workforce development, the dream of universal access to transformational teaching strategies across Iowa becomes a reality.

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A NEW HOME

"QUOTE SPEAKING TO THE CALIBER OF ART AND THE
HISTORY OF RICHNESS IT PROVIDES A CITY."

JEFF FLEMING, PREVIOUS JOHN AND MARY
PAPPAJOHN DIRECTOR, DES MOINES ART CENTER

A Home for Ballet Des Moines

- Can hire more dancers
- Expand scope of offerings
- More youth educational performances



Power & Justice Panel in partnership with the Iowa Bar Association...



Youth attendee at the school show of BDM + CultureALL's Storytelling Through the Art of Dance.



Summer Stem Tour with Iowa State University's FLEEx Lab



Youth participant in the BDM-led workshop with the Gegory & Suzie Glazer Burt Boys & Girls Club

A CENTRAL HUB FOR OUTREACH & EDUCATION

THE CAMPUS WILL SUPPORT GROWTH IN THE BROADER NONPROFIT COMMUNITY AS WELL, PROVIDING A PHYSICAL SPACE FOR COLLABORATION, SHARED RESOURCES FOR PEERS AND PARTNERS, POP-UP PERFORMANCES, PROFESSIONAL DEVELOPMENT WORKSHOPS FOR ARTS & EDUCATION PROFESSIONALS AND LOW-COST SPACE RENTALS.

The larger studio footprint will allow more local youth to participate in educational programs and performances, deepening relationships with organizations like Oakridge Neighborhood, Boys and Girls Club, and the Des Moines Public Library, while extending our reach into all Des Moines Public schools.

In order to be genuinely accessible, these programs require a home that is visible and central, with close proximity to mass transit, existing cultural assets, places of employment, and urban centers.

This new campus will create spaces where all individuals feel welcome, from at-risk families to young professionals to corporate executives. We are building a creative hub of activity: a safe environment to learn, to find your voice, to explore, experience, and grow. We are building unity, equity, and vibrancy in our community.

Ballet Des Moines' education and outreach programming wields the arts as a tool to improve academic outcomes and build confidence in learning communities, including:

- In-person workshops
- Educational performances
- Digital learning resources
- Statewide touring

Education + nonprofit outreach

- BDM education & outreach examples
- Nonprofit office space, shared resources, professional development
- Low-cost rentals
- Tell a story about outreach



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AN INFUSION OF CREATIVE ENERGY IN DOWNTOWN DES MOINES

The campus will revitalize the downtown neighborhood with every day, everywhere art, while making enriching programs more accessible.

By placing large windows into active, exemplary art and educational work right in the heart of downtown Des Moines, this project would provide opportunities for city residents and employees to engage with art every day, whether walking past a window, watching a rehearsal, participating in an adult or youth education opportunity, or attending a performance.



Downtown revitalization

- Creative energy in downtown
- Everyday, everywhere are
- Accessible programs
- Large windows: activation

SUPPORT
WHAT *Moves*
YOU

A GIFT TO THE BALLET DES MOINES CAPITAL CAMPAIGN WILL SUPPORT A WORLD CLASS DANCE COMPANY, REINVIGORATE THE DOWNTOWN CORE, OFFER A CRITICAL RESOURCE TO THE NON-PROFIT COMMUNITY, AND ENSURE ACCESSIBLE ARTS EDUCATION TO AREA YOUTH.

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\$500,000	15	\$7,500,000
\$500,000	25	\$12,500,000
\$500,000		\$12,500,000

WAYS TO GIVE:

- Multi-year commitment payable over 3 years
- One-time donation by cash, check or credit card
- Appreciated securities
- Donor-advised fund at the Community Foundation of Greater Des Moines

All gifts of \$5,000 will be recognized by gift range category on signage in the new Ballet Des Moines Campus for Arts & Education. Naming Opportunities are available starting at \$100,000. To discuss how your gift can be recognized or ways to give in more detail contact: Blaire Massa at blaire@balletdesmoines.org.



“THE SEASON-LONG PARTNERSHIPS
BETWEEN OAKRIDGE NEIGHBORHOOD
AND BALLET DES MOINES GO BEYOND
MOVEMENT AND DANCE. WE ARE
EXCHANGING IDEAS AND EXPLORING
WAYS OF BUILDING DIVERSE
COMMUNITIES THAT THRIVE.”

JORDAN COLBERT, YOUTH SUCCESS NAVIGATOR
OAKRIDGE NEIGHBORHOOD

PAUSE

- *How does that vision resonate with you?*
- *What questions do you have?*

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WHAT *Moves*
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OAKRIDGE NEIGHBORHOOD

- *To make this vision happen, we’re working on a campaign to raise \$2.5 million.*
- Be specific – clear bold voice
- *We would like to ask you to consider a donation in the amount of \$\$\$\$ to support the campaign*
 - *Is that something that would feel meaningful to you?*
- Be quiet – wait for response

The ask amount

Research

- *What have they given in the past?*
- *What have they given to other organizations?*
- *What do we need? (look at Gift Range Chart)*
- *How strong is their link & interest?*



Dealing with No

What does “no” mean?

- *Not now*
- *Not that amount*
- *Not that program*
- *Not until I feel more comfortable*

Find out what “no” is being expressed

Don't take “no” personally and try to keep the door open to return



Responding to Yes or Maybe

Yes

- *Would they like an invoice, pay online, etc.*

Maybe

- *Need more information?*
- *Keep door open*
- ***Confirm next steps & timeline***

Thank them!



The personal visit

Close

- Thank them for their time, interest, and/or support
- Determine next steps & timeline
- Wrap up casually



Making the ask

Follow-Up

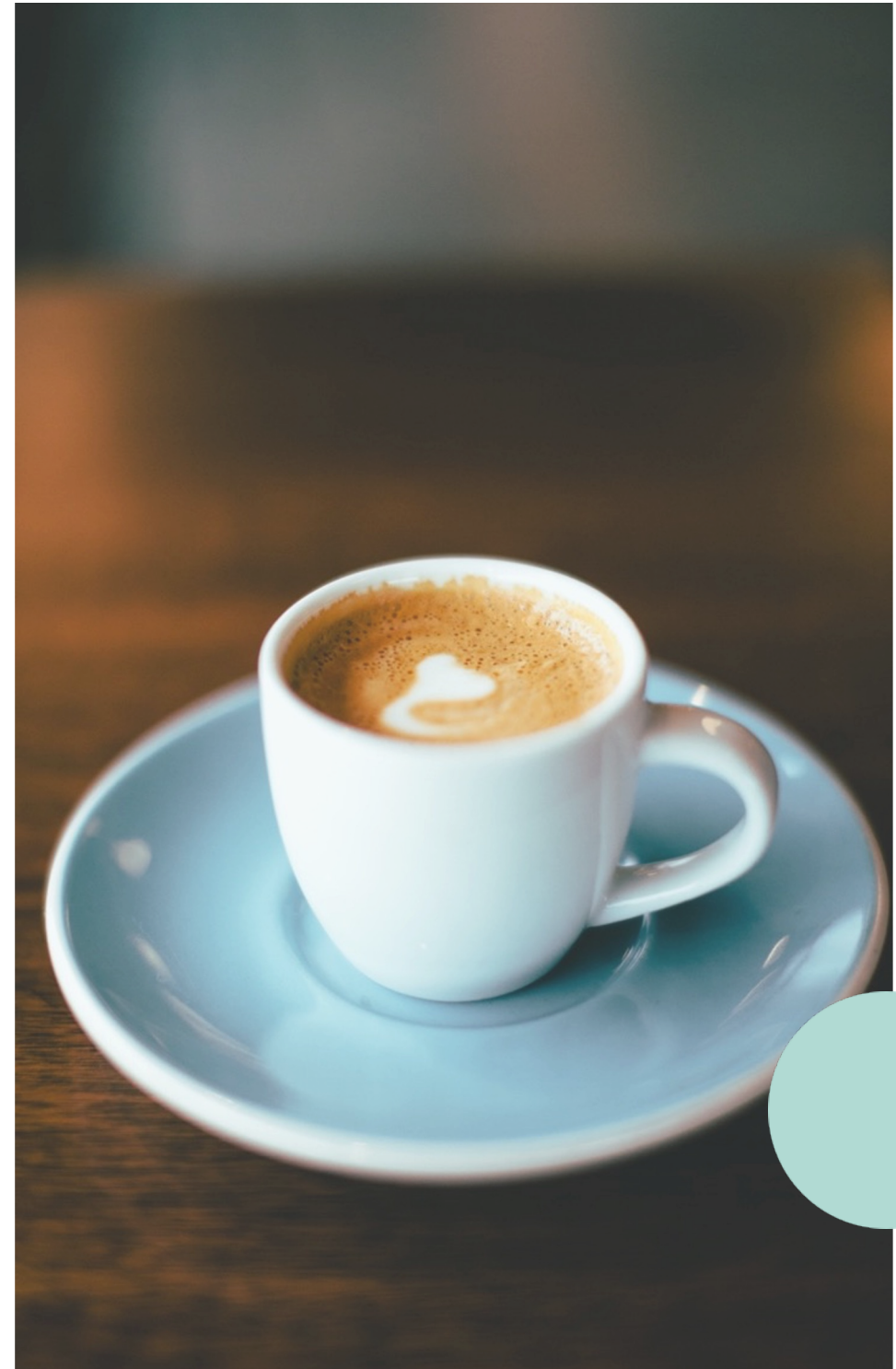
- Always follow-up!
- Send email or text
- Send thank you note
- Send additional info if requested
- Report back to ISC & BDM



Making the ask

Remember

- Trust & results are the two things donors value most
- This is about creating an opportunity for a project you care about
- It's a privilege to ask and be asked
- *Have fun!*



Questions?

