

network. Even if it may not add significantly to the overall fundraising effort, challenge the board to establish a match associated with the opportunity. Promote this opportunity to lapsed or lower level annual fund donors. Or, make it a participation campaign by creating a participation goal of 100 percent by a particular group of individuals—regardless of the levels of donations.

PRO TIP: Use an opportunity like Giving Tuesday for staff development and mentorship. By matching an opportunity with a staff member who shows promise, development leaders can mentor them through the process to ensure success. This will build development staff experience and help team members create their own accomplishments.

Conclusion

These planning recommendations are designed to inspire your thinking and help development leaders plan ahead. Pick a few of these suggestions that work for your organization or one ambitious recommendation, filing the rest for the future. Stay tuned for the second part of this series, which will explore the remaining five practical steps for year-end annual fund success and will propel your efforts into the next year!

Shawn D. Ingram, Vice President

Mr. Ingram is a human capital and revenue enhancement expert with more than 25 years of professional experience in nonprofit fundraising and management in the arts and social services. Joining the Los Angeles office in 2016, Mr. Ingram leads the firm's Contributed Revenue Enhancement practice, where he supports a comprehensive national roster of ACG clients with strategic management and fundraising solutions. Mr. Ingram has served as Interim Director of Development at Laguna Playhouse, Interim Vice President of Development for Para Los Niños, and provided similar services for The Unusual Suspects Theatre Company. He supported New Roads School's early stages of a \$20 million capital campaign and the American Youth Symphony in enhancing their major gifts program. Mr. Ingram has also held positions as Executive Director at My Friend's Place, Director of Corporate and Foundation Development at La Jolla Playhouse, and Director of Development at the San Diego LGBT Community Center,

Equality California, and The Trevor Project. Mr. Ingram began his career in fundraising at Harvard University, working several years at the American Repertory Theater. Mr. Ingram has performed extensively across the country as a professional singer and dancer and holds a bachelor of science in communication from Boston University.

Linda Lipscomb, Vice President

Ms. Lipscomb joined ACG in 2016, bringing nearly 30 years of experience in fundraising, marketing, and sales to her consulting and interim management work for the firm. She has expertise in facilitating major capital campaigns, maximizing annual funds and major gift programs, conducting feasibility studies, and performing interim management services. Ms. Lipscomb has served in interim management roles, leading the development departments at Dallas Symphony Orchestra, Fort Worth Opera, and Fort Worth Symphony. As Interim Vice President of Development at Dallas Symphony Orchestra, she successfully reversed several years of annual fund declines, increasing those efforts to meet targeted fundraising goals. At Dallas Museum of Art, she led the final phase of the museum's \$185 million endowment and operating campaign. As Deputy Director of Advancement for Virginia Museum of Fine Arts, Ms. Lipscomb increased annual fundraising by nearly 50 percent and expanded the base of donors

following a capital expansion. In these positions, she successfully tackled the challenges faced by nonprofit organizations seeking to improve contributed revenue, build systems and processes, expand major gifts, and mentor fundraising staff. Ms. Lipscomb holds a bachelor of arts in history of art from Sweet Briar College in Virginia and a master of business administration in finance and marketing from Southern Methodist University in Dallas.

**Contact ACG for more information on how we can help your organization
create fundraising solutions and achieve annual fund success.**

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