



FOR IMMEDIATE RELEASE
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Florida Association of Museums Foundation Announces New Webinar Series

Lunch and Learn: The Fundamentals of Fundraising

Tallahassee, Florida – April 3, 2019 – The Florida Association of Museums Foundation (FAMF) announced a new webinar series entitled “Lunch and Learn: The Fundamentals of Fundraising.” In this four-part webinar series, FAM focuses on various elements of a sustainable fundraising program, including the fundamentals of fundraising, board fundraising, earned income, and a special program on advocacy for those serving in grassroots organizations who are most in need of guidance.

TITLE: Lunch and Learn: Fundamentals of Fundraising.

WHAT: FAMF’s 2019 Webinar Series focusing on Fundraising and Advocacy. Each webinar includes industry professional speakers with a Q&A opportunity for attendees.

WHEN: Monthly, April through July. Each webinar will be 60 - 90 minutes in length.

- **April 18, 12:00pm -- Creating a Sustainable Fund Development Program for your Museum with Michelle Turman, MA, CFRE, CEO of Catalyst Consulting Services**

Over the past few years, museums are seeing a shift in funding as the priorities in our State change. This decrease in funding can significantly impact grass root Museums with budgets less than \$1.5 million. How is your organization preparing to fill this void to ensure that essential programs and day to day operations continue to exist for your community? Join us for an interactive webinar to learn how to:

- Engage board members in fundraising activities

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- Determine what types of income streams will garner the best rate of return for your staffing model
- Create a plan that will begin to lay the foundation for the short and long terms goals of your museum

About the Speaker: Michelle Turman, MA, CFRE is the CEO of Catalyst Consulting Services and has raised over \$60 million dollars for nonprofits in the Southeast since 1998. Turman has over 17 years of experience in museum administration, programming, and capital campaign projects. She is a past board member of the Arts Council of Hillsborough County and played an integral role in creating the strategic vision for the arts that included implementing a fundraising strategy to sustain local programming while State funding continued to decrease. Her firm focuses on executive searches, organizational management, and fund development and assists organizations in facilitating positive changes for their organization.

- **May 10, 12:00pm -- Earned Income: Make it Work for Your Museum with Brynne Anne Besio, Kathy Fleming, and Dorrie Hipschman.**

The National Center for Charitable Statistics estimates that in 2008 nearly 70% of the \$1.4 trillion generated by nonprofits was from the sale of goods and services, referred to as earned income. In this webinar, you will hear from four museum professionals about their success with diversifying income streams by increasing earned income opportunities. This session will provide tips and suggestions for what works and what doesn't, as well as ideas for how your museum can increase earned income.

About the Speakers: Brynne Anne Besio, CEO, The Bishop Museum of Science and Nature; Kathy Fleming, Executive Director, St. Augustine Lighthouse & Maritime Museum, Dorrie Hipschman, Executive Director, Bailey-Matthews National Shell Museum

- **June 20, 12:00pm – 5 Secrets to a Fabulous Fundraising Board with Alyce Lee Stansbury, CFRE, President of Stansbury Consulting**

For many Board members, asking people for money is their worst nightmare and most daunting board responsibility. For Executive Directors, fundraising without Board involvement is a frustrating, unrelenting challenge. If this sounds familiar, join us for a candid discussion about why fundraising fails, what board members really need to know about fundraising that they've probably never heard, and practical ways to help Board members be effective members of the fundraising team. Bring your questions and challenges for this webinar designed to help Board and staff raise MORE money together!

About the Speaker: Alyce Lee Stansbury, CFRE, is the founder and President of Stansbury Consulting and is a 25-year fundraising veteran and seasoned advisor in nonprofit management and board development. She has raised millions of dollars and helped her clients grow fundraising results by over 200% and exceed campaign goals by 45%. Alyce Lee is nationally certified Master Trainer in Fundraising, a sought-after

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speaker, and co-writes a weekly newspaper column called “Notes on Nonprofits” that appears in the Tallahassee Democrat. She is past President of the Big Bend chapter of the Association of Fundraising Professionals and first recipient of the chapter’s Outstanding Fund Raising Professional Award.

- **July 18, 12:00pm – Always Advocacy: Building Relationships with Malinda Horton and Guests**

Advocacy is about more than just showing up when you need something. It is about building ongoing relationships and trust, providing the facts, understanding your audience, and ensuring those in decision making roles are recognized. In this webinar you will learn basic advocacy principles for long term relationship building, as well as priorities within the museum field.

About the Speakers: Malinda Horton has served as the Executive Director of the Florida Association of Museums (FAM) since 1995. Prior to working for FAM, she worked for the previous Executive Director and also worked in the Florida Legislature. In addition to her regular Executive Director duties, she serves as the lobbyist for FAM and takes an active role in advocacy and advocacy training. She also serves as a consultant for several other non-profit organizations including the Florida Art Museum Directors Association, the Florida Association of Public Art Professionals, and Apalachee Land Conservancy. She currently serves as Past-Chair on the Board of the Tallahassee Museum, a board member of VISIT FLORIDA, and the Treasurer for the Coalition of State Museum Associations.

WHERE: Online through FAM’s GoToWebinar Platform

COST: FAM Members: \$50.00 per webinar or \$150.00 for the full four webinar series
Nonmembers: \$75.00 per webinar or \$80 includes membership

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The Florida Association of Museums Foundation is a not-for-profit organization whose mission is to provide the educational programs and services relevant to the staff of Florida Museums. In order to fulfill this mission, the Foundation will present an annual conference and associated programs designed for the professional growth of Florida’s museum community; it will publish a newsletter; it will seek research on matters pertinent to the museum field and report to its members.

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