

Philanthropy Journal

OF NORTH CAROLINA

SPECIAL REPORT

North Carolina FUND RAISING

Refining the model

Tar Heel capital campaigns adapt to new environment

Changes in the fundraising climate have brought about changes in large capital campaigns. To track some of the trends in North Carolina, the *Philanthropy Journal* talked to some Tar Heel experts.

BY BARBARA SOLOW

Although the basic rules for running large capital campaigns have remained intact, experts have seen changes in the style and substance

of major nonprofit fundraising efforts.

Lower corporate donations, increasingly scarce volunteer leadership and new strategies such as planned giving are among the trends identified by some of North Carolina's major fundraising firms.

The growing needs of the state's estimated 15,000 nonprofits have led to an explosion in the number of capital campaigns. With goals no longer limited to bricks-and-mortar building projects, campaigns now cover everything from

endowments to social service programs.

A 1991 study by the Greater Triangle Community Foundation revealed more than 100 area nonprofits were conducting or planning fundraising drives for buildings, endowments and new programs.

That number did not include

Nonprofits share their experience with capital campaigns, Page 16.

campaigns underway at the region's three major research universities.

While some communities have responded by organizing review boards that approve and schedule capital campaigns, others have relied on new fundraising strategies to identify donors and enlist volunteer leaders.

In the more than 10 years that he has been working as fundraising counsel for nonprofits, Whitney

Look for CAPITAL, page 15

Change agents Junior League helps build community

The Junior League has become a major source of voluntarism and a major force for social change in North Carolina. The League invests dollars and time in improving communities, and increasingly is working to bring community leaders together.

BY TODD COHEN

In Wilmington, families in pain have a sure friend. The Domestic Violence Shelter, the offspring of two separate agencies, was formed in 1985 for the express purpose of making help for troubled families more accessible and effective.

In Winston-Salem, parents in need of dependable child care services can contact the Work/Family Resources Center, which helps parents assess and find child care. The agency, formed two years ago, also trains day-care givers and providers.

In both cases, the matchmaker was the Junior League, which continues to support each of the nonprofits with dollars and volunteers.

Long considered mainly a social organization for women with time on their hands, the Junior League for the most part has shattered that uninformed perception.

The national organization, which has 10 chapters and 4,500 members in North Carolina, bolsters the communities it serves with a professionally trained corps of volunteers and fundraisers who quietly but effectively make change happen. They serve on nonprofit boards and carry out everyday chores. They raise money for community projects, usually those in which members are volunteering. And they act as catalysts for new initiatives that bring together community leaders and public and



Mary-Stuart Brooks, Charlotte Junior League President

Look for LEAGUE, page 22



Nonprofits launching capital campaigns have to deal with the unexpected. Here, on the day of a winter storm, supporters of the Charlotte Arts & Science Council kick off a fundraiser featuring Seymour the iguana.

Photo by Nancy Pierce

Southern culture

Making the ask, gracefully

Fundraisers who have been here for years, and those who are relatively new to the state, agree that fundraising in North Carolina is friendlier than in other parts of the country. But that doesn't always mean it's easier.

BY KATHERINE NOBLE

Fundraising experts predicted the 1990s would bring revolutionary change to the profession. Whether or not that

proves true, the art of asking for money in North Carolina isn't likely to change anytime soon.

Tar Heel fundraisers new and old take pride in perpetuating a tradition as old as the South itself.

"The expression 'Southern hospitality' is more than just a cliché; it's true," says Andi Sobbe, associate director of the annual fund at University of North Carolina at Chapel Hill. "It comes through all aspects of what we do in phil-

Look for CULTURE, page 24

SPECIAL REPORT

North Carolina is rich in fundraising resources: 15,000 nonprofits, 749 foundations with more than \$4 billion in assets, and a host of corporate grantmakers and fundraising professionals and volunteers.

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Raising dollars for kids' insurance

With government and corporate funds in hand, the Caring Program for Children in Durham is looking to businesses and corporations.



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FOUNDATIONS

Hampton quits Bryan Foundation

After five years as its first executive director, Rob Hampton has resigned. The foundation has suspended its spring grant cycle.

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VOLUNTEERS

Writers teach thinking skills

A nonprofit writers is helping homeless people and others develop critical thinking skills through writing.

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Bowman Gray raises sights

The new development chief at the medical school and hospital complex at Wake Forest University has ambitious plans.

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