



LANDSCAPE
ARCHITECTURE
FOUNDATION



Small but Mighty

Building a Strong Association Fundraising Team

Barbara Deutsch, FASLA | Chief Executive Officer, Landscape Architecture Foundation

Luke Driscoll | Managing Director, CCS

Association Foundation Group National Conference

May 16, 2018

Today's Speakers



Barbara Deustch, FASLA, Chief Executive Officer Landscape Architecture Foundation

- Over 10 years of experience leading LAF
- Trained Landscape Architect and Fellow of ASLA
- Past roles include over 10 years of award-winning marketing experience from IBM
- Recently concluded successful campaign - raised \$4,200,000 on a goal of \$3,500,000



Today's Speakers



Luke Driscoll

Managing Director & Partner, CCS Fundraising

Current Member of AFG Board of Directors

- 27 years of industry experience working with leading association foundations:



AGA RESEARCH FOUNDATION





Case Study

Landscape Architecture Foundation

Landscape Architecture Foundation – A Snapshot

Mission – Support preservation, improvement & enhancement of environment by investing in research, scholarships, and leadership initiatives to increase capacity to achieve sustainability & support next generation of design leaders.

Unique History – Even though LAF is over 50 years old, it has undergone significant transformation as an organization over the past 10 years in terms of leadership (volunteer & staff), vision, finances and programs.

Highly Capable Volunteer Leaders – LAF is fortunate in that it has long been able to recruit and retain the leading voices within the landscape architect profession and the related industries that support on its Board of Directors.

A Small, But Mighty Staff – A team of six (6) staff based in Washington, DC lead the way for LAF to provide superior value and tailored resources for their generous and loyal supporters.

Discussion

What are challenges of
running a small organization?

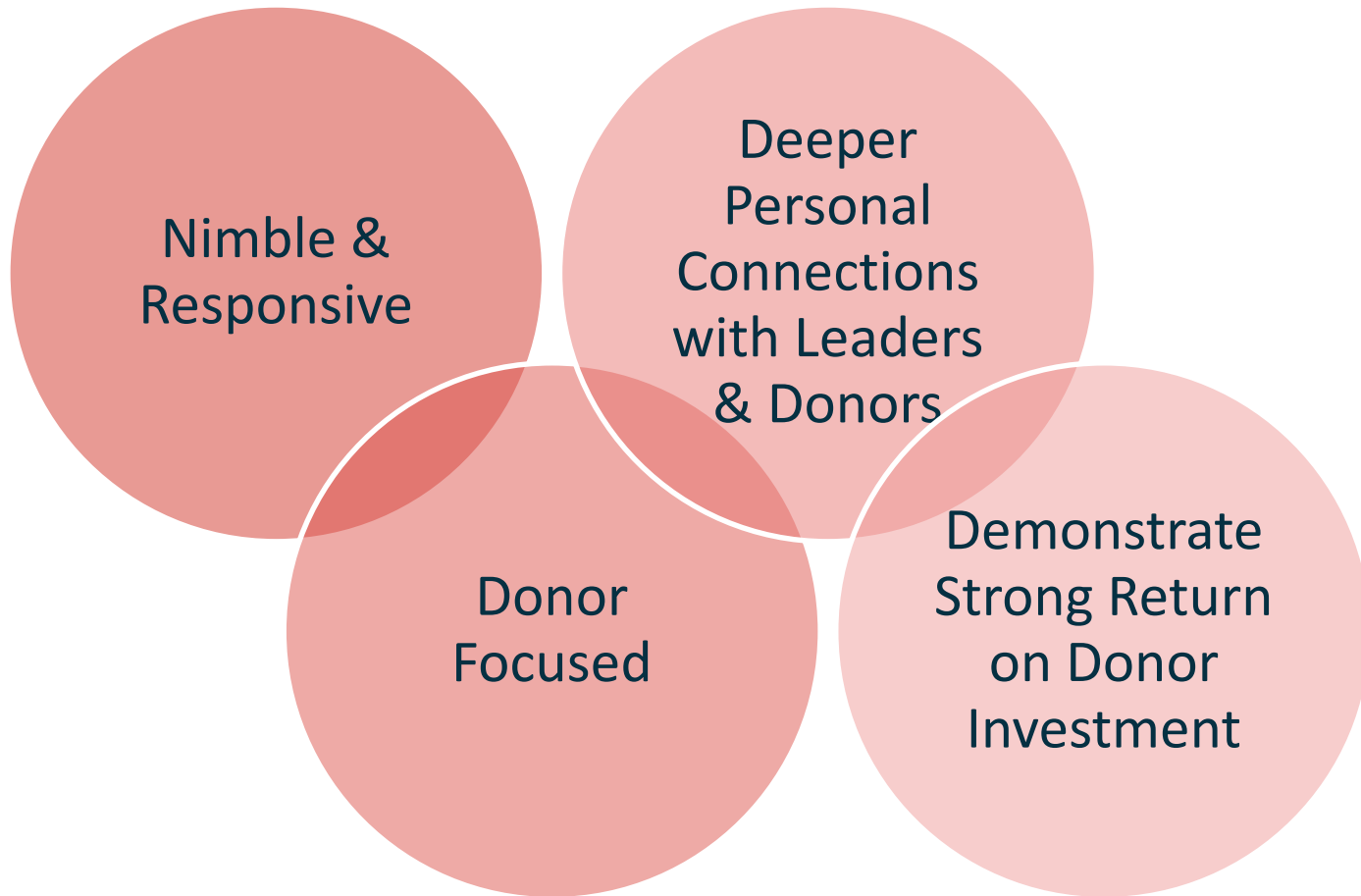
Challenges Facing a Small Shop



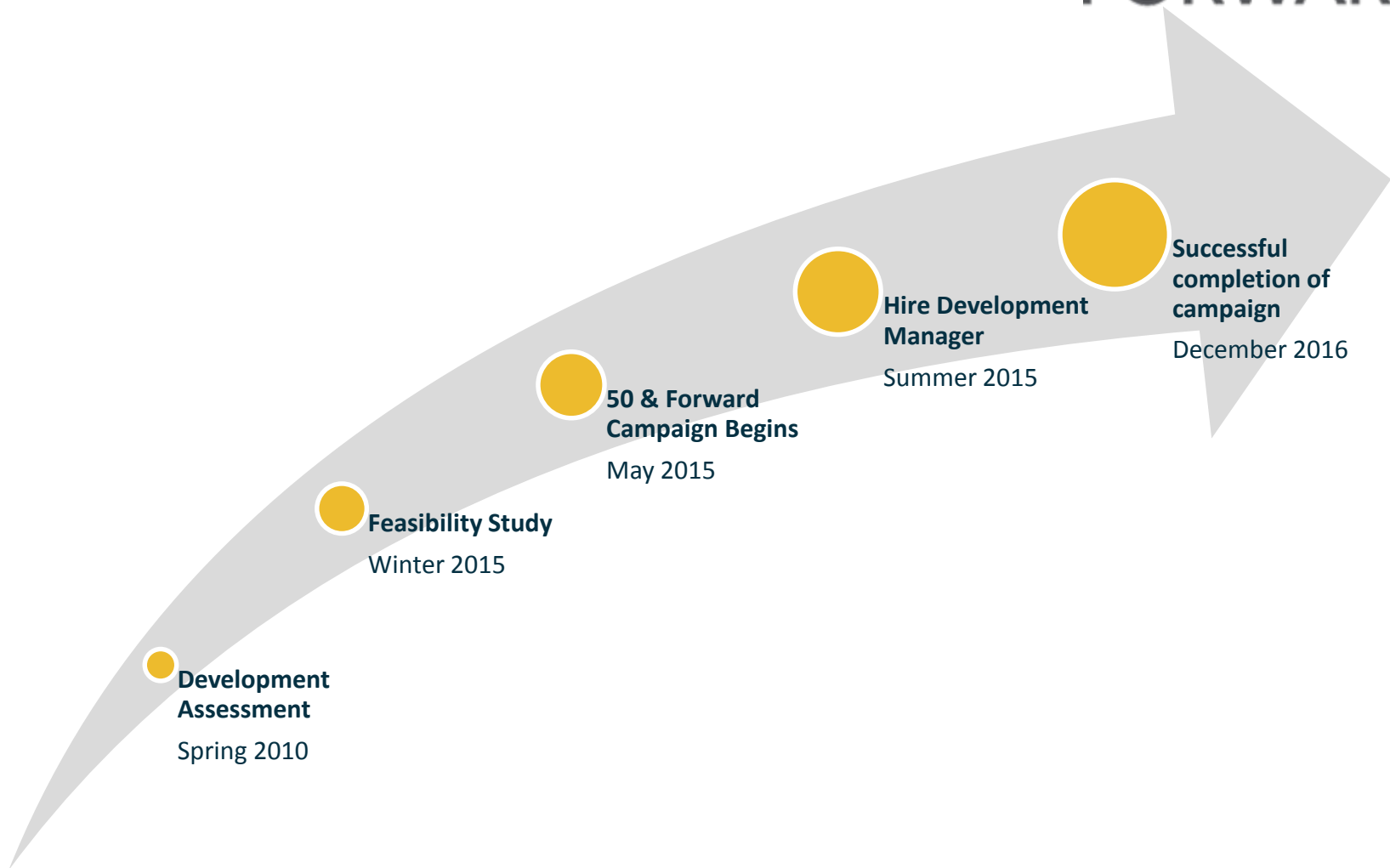
Discussion

What are positive attributes of having a smaller team & organization?

Advantages of a Small Shop



Timeline to Building a Winning Team



Development Assessment
Spring 2010

Feasibility Study
Winter 2015

50 & Forward Campaign Begins
May 2015

Hire Development Manager
Summer 2015

Successful completion of campaign
December 2016

Lessons Learned



Have a clear, urgent and compelling vision for organization

Connect your short-, mid- and long-term goals to your strategic plan and direction

Design a realistic, but challenging, plan of action

Be open to new ideas and ways of doing things

Engage the passion and expertise of volunteer leaders

Challenges the staff to meet and exceed expectations

Make a difference in the world!

Discussion

1. What do you find to be stumbling blocks to organizational success?
2. What are essential tools every small organization should be using?
3. Share a “small, but mighty” success story.

Keep the Conversation Going...

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Thank You

Luke Driscoll

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