



BREAKOUT SESSION


UNEXPECTED FUNDERS: EXPANDING YOUR FUNDRAISING HORIZONS

*Valerie Horn, Levitt AMP Whitesburg
Janel Washington, Levitt AMP Baton Rouge*

*Facilitated by Amber Withers-Bohrod, Ph.D. & Dagmar Koss,
Levitt Foundation*

Session Agenda

- Introduction: Levitt Budget Review
 - Levitt Average Budget Income
 - Levitt Average Cash Raised
 - Levitt Average In-Kind Support
 - Levitt Average Expense Ranges
 - Just for Fun: Sample ChatGPT Pitch for Funders
- Inspire: Ideas for Impact Presentations
 - Valerie Horn – Levitt AMP Whitesburg
 - Janel Washington – Baton Rouge
- Brainstorm Carousel Breakout Activity
- Breakout Session Reflections
- Closing Remarks



2015-2024 Levitt Budget Review: Total Income, Cash-Raised, & In-Kind Support

	Levitt Cities: Population < 5K Galva, Hana, Earlham, Whitesburg, Soldotna, Shenandoah Junction	Levitt Cities: Population 5K - 10K Colusa, St. Johnsbury, Middlesboro, Clinton	Levitt Cities: Population 10K - 20K Berea, Selma, Cumberland, Batesville	Levitt Cities: Population 20K - 50K Fort Pierce, Woonsocket, Sheboygan, Gallup, Stevens Point	Levitt Cities: Population 50K - 100K Harrisonburg, Utica, Carson City, Flint, Ocala, Valdosta, Fort Smith, Wilmington	Levitt Cities: Population 100K- 250K Springfield, Waco, Baton Rouge, Green Bay, Chattanooga	Levitt Cities: Population > 250K Chicago, Oakland, Indianapolis
Total Income Raised							
Average Total Income Raised All AMP/BLOC/VIBE Grantees	\$112,688	\$176,499	\$108,750	\$123,239	\$124,277	\$152,040	\$76,030
Average Total Income Raised Grantees Awarded Before 2023	\$122,125	\$176,350	\$86,864	\$128,998	\$168,733	\$345,305	N/A
Average Total Income Raised Grantees Awarded in 2023	\$66,266	\$176,649	\$116,046	\$100,204	\$79,820	\$103,724	N/A
Cash Raised							
Average Cash Raised All AMP/BLOC/VIBE Grantees	\$41,919	\$72,062	\$55,822	\$45,028	\$49,133	\$52,916	\$27,683
Average Cash Raised Grantees Awarded Before 2023	\$43,503	\$76,588	\$31,188	\$52,477	\$58,580	\$108,400	N/A
Average Cash Raised Grantees Awarded in 2023	\$34,000	\$67,537	\$64,033	\$18,000	\$39,685	\$50,116	N/A
In-Kind Support Secured							
Average In-Kind Support Secured All AMP/BLOC/VIBE Grantees	\$38,246	\$73,447	\$20,678	\$30,006	\$40,882	\$53,119	\$16,347
Average In-Kind Support Secured Grantees Awarded Before 2023	\$45,696	\$67,950	\$22,600	\$27,564	\$72,178	\$204,142	N/A
Average In-Kind Support Secured Grantees Awarded in 2023	\$1,000	\$78,945	\$20,037	\$54,774	\$9,587	\$19,617	N/A



2015-2024 Levitt AMP Budget Review: Expenses

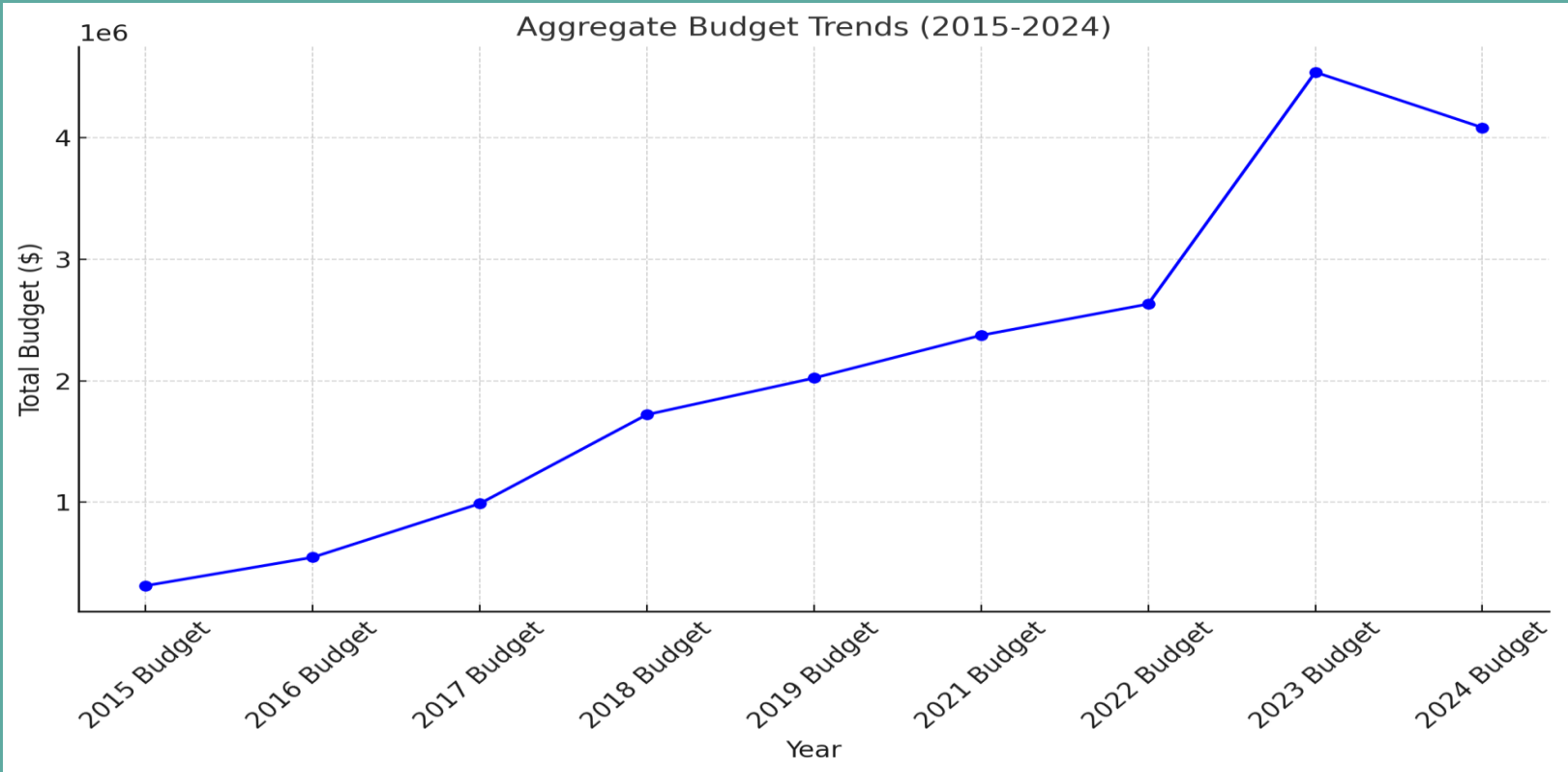
2024 Average Expenses Range						
Cohorts Before 2023	Low	High	LEVITT 2025	Cohorts Since 2023	Low	High
Personnel, non-production	\$19,638.00	\$33,850.00		Personnel, non-production	\$11,849.00	\$30,000.00
Personnel, production	\$4,500.00	\$6,000.00		Personnel, production	\$1,000.00	\$9,500.00
Talent Fees	\$31,303.00	\$44,160.00		Talent Fees	\$40,300.00	\$70,550.00
Equipment Rental	\$0.00	\$2,750.00		Equipment Rental	\$0.00	\$4,000.00
Hospitality	\$4,820.00	\$12,700.00		Hospitality	\$5,302.00	\$25,550.00
Custodial Services	\$0.00	\$1,500.00		Custodial Services	\$450.00	\$6,000.00
Security	\$0.00	\$2,500.00		Security	\$2,400.00	\$20,000.00
Portable Restrooms	\$0.00	\$13,800.00		Portable Restrooms	\$0.00	\$3,000.00
ADA Compliance	\$0.00	\$8,000.00		ADA Compliance	\$0.00	\$0.00
ASCAP/BMI/SESAC/GMR fees	\$497.00	\$3,363.00		ASCAP/BMI/SESAC/GMR fees	\$280.00	\$700.00
Site	\$0.00	\$22,900.00		Site	\$0.00	\$45,000.00
Photography	\$3,500.00	\$5,000.00		Photography	\$1,500.00	\$2,400.00
Insurance	\$957.00	\$2,500.00		Insurance	\$0.00	\$1,500.00
Administrative	\$1,001.00	\$37,500.00		Administrative	\$100.00	\$17,408.00
Advertising/Marketing	\$1,308.00	\$113,265.00		Advertising/Marketing	\$4,152.00	\$40,000.00
Other				Other		
Expense Total:	\$67,524.00	\$309,788.00		Expense Total:	\$67,333.00	\$275,608.00

Just for Fun: Sample ChatGPT Generated Pitch

Example Prompt: Write a 30-second elevator pitch to approach a funder about supporting the Levitt Music Series

- Example CHatGPT Response: "Hi [Funder's Name], it's great to meet you! I'd love to share an exciting opportunity to partner on an initiative that's making a real difference in our community—the Levitt AMP Music Series.
- This series brings free, live music to [Community Name], creating a vibrant space where people of all backgrounds come together. It's not just about concerts; it's about building community pride, supporting local businesses, and showcasing our town as a hub for arts and culture.
- Last year, we welcomed [attendance number] attendees and saw [specific impact, e.g., increased foot traffic downtown, partnerships with local vendors]. As we gear up for another incredible season, we're looking for partners who want to make a lasting impact by investing in a stronger, more connected [Community Name].
- Your support wouldn't just fund concerts—it would amplify community revitalization and create a platform to share your organization's commitment to making a difference. Can we explore how we might collaborate to bring this vision to life?"

2015-2024 Overall Budget Growth



Speakers



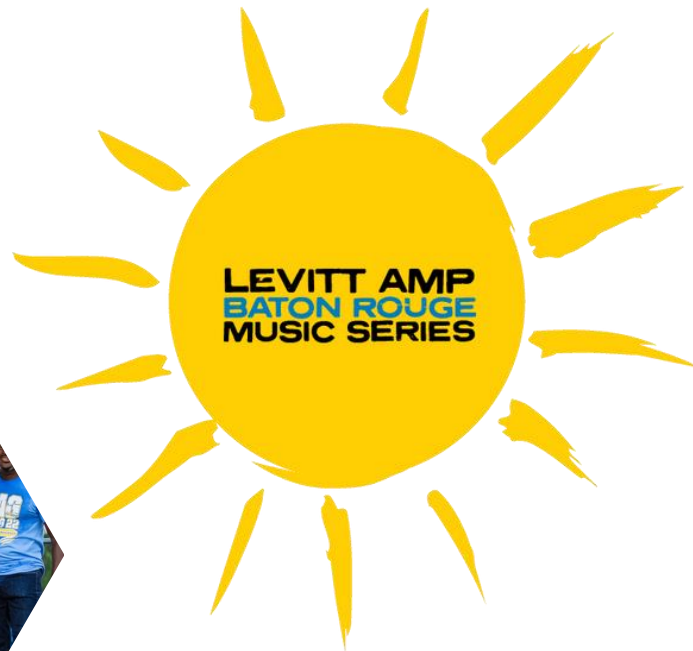
Valerie Horn
Levitt AMP Whitesburg



Janel Washington
Levitt AMP Baton Rouge



Dagmar Koss
Levitt Foundation



*Fundraising from where
we are...*



2023–Strong Foundation

1. Lean on previously established relationships

- Mayor's Office
- Arts' Council
- Tourism Agency

2. Prioritized Relationship Building

3. Offered varied sponsorship levels

4. Highlighted economic benefits and visibility benefits



arts council
GREATER BATON ROUGE



MAYOR-PRESIDENT
SHARON
WESTON
BROOME

2024 – ALTERED PRIORITIES

1. Focus on local businesses and national corporations
2. Push our community revitalization mission
3. Leveraged our branding strengths

cricket



change X





UNIQUE FUNDING COLLABORATIONS

Walls Project

- activated the lawn in a more robust and cohesive fashion
- secured additional funding and resources
- enhanced the overall attendee experience

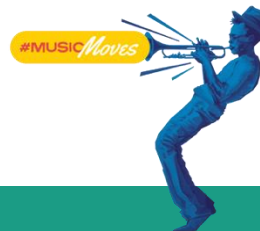
2025 – THE FUTURE IS UPON US

1. Establishing a sustainable funding model for the Levitt AMP series
2. Secure multi-year sponsorship commitments
3. Cultivating strong relationships with existing sponsors
4. Exploring new funding opportunities
 - corporate sponsorships
 - foundation grants
5. Creating unique sponsorship packages tailored to different sponsors' needs

"As we look to the future, our focus remains on sustainability and community impact, ensuring that the Levitt AMP series continues to be a cornerstone of revitalization in Scotlandville for years to come."

LEVITT AMP
BATON ROUGE
MUSIC SERIES

UPLIFT
Community!



LEVITT AMP WHITESBURG

Music Series

A free outdoor music series featuring a diverse array of genres and performers from across America.



WHITESBURG, KY

fUNDERS

- 1 Levitt AMP
- 2 Healthcare: Appalachian Regional Healthcare
- 3 For Profit:: doublekwik
- 4 Local/Regional Non-Profits
- 5 Small Local Busniesses
- 6 In Kind Contributions-Water



Funding sources are as varied as our audience.

LEVITT AMP WHITESBURG MUSIC
SERIES

Bronze Level

<1000

Silver Level

<5000

Gold Level

<10000

Sponsorship Levels



LEVITT AMP WHITESBURG MUSIC SERIES

Schedule



December

Thank you



January

Make the follow up formal request.



March

Funding complete.

GOALS



Multi- Year Sponsorships

A commitment from organizations for a multi-year sponsorship.



Other Funding Sources - GRANTS

Opportunities for grant funding .

Thank YOU!

Brainstorm Carousel Activity

Instructions

Objective: Share and refine ideas related to key funding questions.

How it works:

- Different question stations are setup around the room, each with a discussion questions posted
- By table, each group will rotate between question stations, spending 5–7 minutes brainstorming and writing their ideas at each one.
- At the final station, groups review and summarize the ideas contributed by previous groups.
- Reconvene as a large group to discuss highlights and common themes.

Outcome: Address a wide range of ideas for each funding related question, share strategies and resources to consider when exploring new funders, and foster connections with your Levitt peers.

Brainstorm Carousel Breakout Questions

- **What has been your most successful or creative funding source for your music series so far? What made it successful, and how could it be replicated?**
- Who are potential funders in your community that you haven't approached yet? What steps could you take to engage them?
- **Have you partnered with nontraditional sponsors (e.g., local restaurants, co-working spaces, or health organizations)? If so, how did you position your series to align with their goals?**
- What role does storytelling play in your fundraising efforts, and how could you refine your narrative to attract new and unexpected funders?
- **Are there funding opportunities tied to specific community outcomes (e.g., art activation, public health, tourism, or economic development) that you could leverage? How have you (or how would you) approach these types of funders?**

Questions?

LUNCH

BON APPÉTIT!