

## How State Humanities Councils Raise Awareness and Donations

**ALABAMA:** Set up as the **Alabama Foundation** and sponsors the **Super Teacher Program** with funding provided by The Daniel Foundation, Susan Mott Webb Charitable Trust, A.S. Mitchell Foundation, The Stephens Foundation, Vulcan Materials Foundation, and the State of Alabama (ACHE FUND).

**ALASKA:** Donations underwrite the Cultural Exchange and Emerson programs and funds Leadership Alaska.

**ARIZONA:** Nothing about giving is mentioned on the home page; it is buried in the “Connect” tab. A prominent “Giving Tab with a more prominent display and emotional stories on the home page will encourage of how AZH makes a difference will inspire donors! Messages to give to the 2016 Annual Campaign will be added to our website.

**ARKANSAS:** Arkansas Humanities also receives support from the Department of Arkansas Heritage, and the Winthrop Rockefeller Foundation.

**CALIFORNIA:** **Friends of CAL Humanities** is the fundraising arm, and online donations are promoted.

**COLORADO:** Has a **Donate** button on website home page and suggested levels of giving next to their PayPal button.

**CONNECTICUT:** Second page of website has online giving with suggested donations starting at \$25 up to \$250. **UPDATE:** This is the Council eliminated in June 2016 by the Connecticut Governor.

**DELAWARE:** Delaware conducts **#Giving Tuesday** on November 29, 2016, and their promotion ties giving in with **Black Friday** and **Cyber Monday**. Delaware has an active Facebook page promoting their activities. Donations are used to raise money for upcoming programs and to promote their programs to increase attendance.

**FLORIDA:** Front page of their website promotes “Shop Our Store” and to “Become a Member” or “Renew Your Membership”.

**GEORGIA:** Front page of website has appeals to donate in order to keep some of their programs alive, such as Museum on Main Street, National History Day, and New Georgia Encyclopedia.

**GUAM:** Offers a Community Grant program and has a network of partners that help their programs to be successful.

**HAWAII:** Hawaii Humanities has 3 giving circles – Maile, Kukui and Ulu. **A major donor is matching all donations of \$100.** “Donate” buttons are for one-time and recurring donations.

**IDAHO:** “**Donate Now**” button on website with suggested levels of giving: \$35 Volunteer; \$50 Advocate; \$100 Donor; \$250 Sponsor; \$500 Pioneer, and \$1,000 Benefactor.

**ILLINOIS:** Website promotes giving effectively through several methods: 1) The cover of their website is a quote from **Maya Angelo about giving: *I have found that among its other benefits, giving liberates the soul of the giver.*** 2) This is followed by an **appeal for Individual Giving.** 3) Illinois promotes giving to support its Public Humanities Award, 4) The Illinois site also includes effective information on **how to participate in their Advocacy Campaign.**

**INDIANA:** They sponsor ***Duck and Cover, an Historic Bar Crawl as a fundraiser*** and have a Donate page on their website.

**IOWA:** Front page of website includes 20 sponsor logos and an online donation button. Entire site promotes an understanding of the people and culture of Iowa! Home page of website asks for donations to their Friends of the Humanities group. Endowments made “In Memory or Honor”. There is also a button the donor can click that says: “My Employer will match my gift”. This can be very effective if employers offer an Employer Donation Match.

**LOUISIANA:** A Donate button is on website with levels of giving between \$100 and \$5,000. They tell what each level means to someone in their program. Example: \$100 donation can provide books for youth to attend a Prime Time Reading program; \$5,000 underwrites an entire Prime Time Reading program for up to 60 children and their parents!

**MAINE:** Maine offers a variety of giving options to support their programs. They have good programs, grants and a DONATE button on their homepage. In addition, Maine has an **Annual Fund Campaign**, a **Restricted Giving** program, and an **MHC Circle** with Major Gifts starting at \$1,000 – or \$2,500 to fund an entire Humanities Series that includes books for low-literacy adults.

**MARYLAND:** Maryland Humanities was awarded \$25,000 in Community Investment Tax Credit Credits for community requests. Their “Ways to Give” section of the website lists Donate, Advocate and Volunteer. It requires a gift of \$25,000 or more. The State of Maryland sends a receipt to all donors.

**MASSACHUSETTS:** A **Donate Now** button asks for gifts to an **Annual Campaign.** Donors may **designate their donation** to a **program** of their choice; make a gift of **Stock** (including information on how to transfer stock to their nonprofit), and **Online Giving buttons start at \$5,000** but are and as low as

\$100. Donors select “one-time gift”, “monthly gift, or designated gift, such as to a specific program.

**KANSAS:** Promotes Advocacy and has “Donate Now” button.

**KENTUCKY:** Has an appeal to donate on second page of website, with options to give to their **General Fund**, make a **Memory Gift** and an **Employer Match**. Website has **Donate Now** button for options of giving online to **General Fund** or a **designated gift**.

**LOUISIANA:** Shell Oil Foundation is major sponsor @ \$1 million.

**MARYLAND:** Well-written, emotional Case for Support and a Donate button with *Donate, Advocate, Volunteer*. The State of Maryland offers tax credits to donors who give \$500 or more. They also have a Leadership Circle, Planned Giving and a Legacy Circle.

**MASSACHUSETTS:** Four inspirational stories are featured in a video with their program participants. The Donate button is beside their slogan: *Bring the power of the Humanities to underserved communities*.

**MICHIGAN:** Donor Button with Appeals to “Make a Donation Today” or to “Volunteer.

**MINNESOTA:** Very low-key approach with nothing about fundraising on home page. Inside is Ways to Support Our Work: Donate Online, Donate by Mail, Give Stock or Other Gifts, and Advocate on Our Behalf.

**MISSISSIPPI:** Low-key messages to donate are on their website, but no specific appeals or needs are mentioned.

**MISSOURI:** **Missouri Humanities is an approved charity fundraiser by the Better Business Bureau.** The website has information about their Store with items to purchase and a PayPal button that can be used to pay for store items or make donations.

**MONTANA:** A beautiful video on their website with Montana scenery builds a Case for Support. Slogan is ***Humanities Montana Feeds the World Powers the Nation and Builds Community***. The downloadable Annual Report has testimonials from those they serve. They conduct a large Annual Campaign; Planned Giving has become vital to their future; Donate button on top of website; and many sponsors, foundations, corporations and donors recognized on site.

**NEBRASKA:** They have an active fundraising program that includes an Annual Campaign, Recognition begins at a \$50 Friend, Silver at \$250 and goes to a

Patron Circle of \$1,000 and up. They also do Recurring Gifts, Gifts in Memory, Bequests, and Stock Gifts.

**NEVADA:** With nearly 1,000 business and individual donors, Nevada is among the top states for donations...along with Texas and New York. They have tiered levels of giving, such as Corporate and Public Sponsors, Director's Round Table, Champions and Friends.

**NEW HAMPSHIRE:** Annual Fundraising Dinner and this appeal to give: *Make a donation to connect people with ideas*. Also asks for Recurring, One-time, In Honor Of, Matching Gifts that double the value, Gifts of Stock and appeal to join their Leadership Circle. Also, you can link your name in perpetuity by donating to one of their endowments.

**NEW JERSEY:** **Donate Now** button on home page, and a Legacy program was also noted on the home page, but when clicked on, it discusses Teacher Programs only.

**NEW MEXICO:** They have an active page for their programs but no mention of any type of fundraising used. There are several low-key messages about supporting the humanities but no call to give.

**NEW YORK:** For a state its size, their site and development activities are relatively small-scale.

**NORTH CAROLINA:** Donate button on home page that accepts one-time, recurring, pledge installments and anonymous donations. There is also a space for "My company will match my gift." No other types of fundraising are mentioned on site.

**MICHIGAN:** "Support the Michigan Humanities Council. Donate Today. This appears throughout their site but no details given.

**MINNESOTA:** Asks to "Support Us" on website with Online Donation, Mail Donation, Gifts of Stock or Advocate on our behalf.

**MISSISSIPPI:** **Donate Now** button on website homepage is all.

**NEW MEXICO:** Their donation programs tie in with their educational program; they ask for support so education, literacy, etc. continues. New Mexico Humanities does encourage donations on its website but no details are provided.

**NEW YORK:** Site opens with “Donate Today!” to support programs. They also sell memberships at various levels starting at \$100. Donate \$50 to reading to put a set of books in the hands of the child. Donate \$300 to become a “Public Scholar”; \$500 funds their Community Conversations program, \$1,000 for Scholarships and \$2,017 for Women’s Suffrage Centennial, a statewide commemoration of the Women’s Rights Movement. They also accept gifts in memory or in recognition of someone; Restricted Gifts, Single Gift, Recurring Gifts and Advocate gifts are promoted.

**NEVADA:** Nevada promotes their Board Giving Award of 100%, has a grant program and uses quotes from many people to share **why** they donate to the Humanities.

**NEW HAMPSHIRE:** Has an Annual Fundraising Dinner and is promoting their 2016 Annual Campaign. They encourage a one-time gift, recurring donation or in honor or in memory of a special person. They also have buttons for one-time or recurring donations.

**NEW JERSEY:** Though no specific programs are detailed, their appeal is: “Make a donation to support innovative programs that Inspire and connect New Jersey residents.” They also have a **Leave a Legacy program with a variety of planned gift options.**

**NEW YORK:** Promotes giving on its website, including various ways to give, restricted gifts and advocate gift. Donate button on the second page of their website which is for single or recurring donations.

**NORTH DAKOTA:** Their **Donate** button vibrates and is placed on the home page. A giving appeal is also on the top of the website: *Help us support lifelong learning across North Dakota. Join now and become a member of the NDHC.* No additional information on giving is noted.

**OHIO:** A **Donate Now** button is on the front page of their website, but no other giving information is available. The Donate Now Button is also available under the “Get Involved” Tab.

**OKLAHOMA:** A **Donate** button is on the home page. A separate Support tab gives Thanks to Our Corporate and Foundation Supporters. A great addition is the inclusion of stories of why donors give or what they support, broken down

into the headings of **Planned Giving Stories** and **Donor Stories**. Examples of both types are shown and they also offer a page of legal language educating donors about how to make a planned gift. They also offer a Legacy Society. **EXCELLENT.**

**OREGON:** Their website home page is designed like a newsletter, with graphic design, articles, photos, their Annual Report, and article that Humanities Oregon was named one of the 100 Best Nonprofits in Oregon and a DONATE NOW button. This is otherwise an excellent cite, but it does not take the opportunity – which would have been perfect to use with their magazine style layout – to feature an article on giving and donor recognition.

**PENNSYLVANIA:** Their motto is ***Humanities Means Community***. Nothing about giving is mentioned on the home page or until the bottom of an inside page. Then there is an article under the title ***Support PHC***. The article then says PA is “the only statewide nonprofit dedicated to promoting the humanities throughout the Commonwealth. They post their Newsletter online and it contains a section on **WAYS TO GIVE**. Here, they ask for support of their Annual Giving drive; Program Giving; Tribute Giving, Corporate Support and Sponsorships, Matching Gifts, and an “Amazon Smile”, which donations a portion of your designated Amazon purchase to PA Humanities. **EXCELLENT.**

**RHODE ISLAND:** Called the “Rhode Island Committee for the Humanities, their site has a large Donate Now button that promotes an Annual Fund Campaign, Monthly Giving Campaign, Support for a Specific Project Fund, Leave a Legacy Gift, “Support Through Your United Way Pledge” and Humanities Month Giving.

**SOUTH CAROLINA:** A Friends group is active, with memberships ranging from \$25 to \$1,000+. Friends receive various benefits and recognition based on their level of support. They also accept Corporate Gifts, Gifts in Memory and Matching Gifts.

**SOUTH DAKOTA:** Their colorful website has a donor who matches all gifts 1 to 1 up to \$5,000.

**TENNESSEE:** Humanities Tennessee has an effective giving program to promote becoming a Corporate Patron or Sponsor. Patron gifts start @ \$500 and Sponsorships start @ \$2,500. They also have Donor Spotlight.

**TEXAS:** Slogan is “Learn from Our Past...Invest in Our Future” offers multiple giving programs; completed a successful Capital Campaign to purchase & restore an historic house; and The **Friends of Humanities Texas** has its own website to promote giving. Donations range from \$15 for students to \$5,000 for Trustees. They use a \$500 bill as a subliminal call to make a larger donation when seeking support for “quality programs and the future of new initiatives in Texas”. **EXCELLENT.**

**UTAH:** Hosts an Annual Book Festival; promotes Annual Giving, Sponsorships, a Circle of Friends program for a \$100 per year minimum and Corporate Support through their Voyagers program that promotes Unrestricted Gifts beginning at \$1,000.

**VERMONT:** Has a Give Box for online donations and a Circle of Friends beginning at \$500 for businesses and a Voyagers group for individuals who contribute a minimum of \$1,000 per year.

**VIRGINIA:** “Give Now” button on second page of website and has the Virginia Foundation for the Humanities as its funding arm.

**WASHINGTON:** Has “In the News” section to promote their news and an Online Giving button.

**WEST VIRGINIA:** The majority of their funding is from major individual donors and corporate sponsors.

**WISCONSIN:** They are currently promoting donations to their 2016 Annual Campaign. They also define *humanities* in a good way: *The humanities are the ideas and the knowledge about human history and cultures that help you make sense of your life. The Humanities inspire curiosity and vision, encouraging you to think imaginatively and critically.*

**WYOMING:** No reference to giving or donations is made anywhere on their site. There is also a separate Wyoming Humanities group called *Think WY* that promotes memberships and donations.