



Understanding How Inclusion Relates to Your Department: Fundraising/Development

Interesting and inclusive museum experiences require funding for general operating expenses, collections management, educational programs, exhibitions, membership development, and other areas. Showcasing your institution's inclusion initiatives can help give your fundraising applications a competitive edge. Consider these factors as you pursue your next funding opportunity:

- Craft brief language highlighting your ADA plan for use in your proposals. Explain how your ADA plan and accessibility links to the mission of the organization and how accessibility fits in with the specific project for which you are seeking funding.
- Explicitly state how your inclusion efforts actively engage people with disabilities and address the needs of an underserved population. Consider conducting focus groups with your target population to learn what they find interesting about the project you are proposing for funding. This will give insight on the type of experiences they would like.
- Consider developing an advisory group comprised of people with disabilities, their family members, advocates both with and without disabilities, and community members interested in inclusive cultural experiences. Seek their advice when preparing and submitting proposals.
- Consider a broad range of funding sources that focus on inclusion of people with disabilities, such as foundations; private donors; and local, state, and federal agencies.
- Diversify prospective funding sources to include organizations that focus on people with disabilities and other underserved populations.
- Establish relationships with prospective funders to further underscore the connection between inclusion initiatives and their mission. Face-to-face meetings can help you establish a rapport and gain buy-in.