

## Spotlight

A **development manager** is charged with overseeing the fundraising, grant writing, and donor and sponsor relationships. A **community development manager** is also responsible for establishing and cultivating relationships with the community that the arts organization serves, so the programs and performances are reflective of that community.

Development is the act or process of creating and nurturing the relationships and partnerships that help to acquire the contributed revenue for an organization.

## V-o-c-a-b-u-l-a-r-y

**BENEFIT EVENT**—a form of fundraising that involves organizing and staging a special event like a concert or dinner for charitable purposes.

**CAMPAIGN**—an organized effort to raise funds for a nonprofit organization.

**CONTRIBUTED REVENUE**—revenue that is given to an organization and can come from a variety of sources including donations, sponsorships, grants, and fundraising.

**CULTIVATION**—the act or art of promoting the growth or development of something.

**DONATION**—something that is given as opposed to earned. In the performing arts, a donation can be a gift of money, time, or resources.

**DONOR RELATIONS**—a planned program of maintaining donor interest through acknowledgments, information, and personal involvement.

**EARNED REVENUE**—revenue that is earned by an organization. In the performing arts, earned revenue primarily comes from the sale of tickets.

**FUNDRAISING**—the seeking of financial support for a charity, cause, or organization.

**GRANT**—a sum of money given by a government or other organization for a particular purpose.

**RECOGNITION**—formal or informal acknowledgment of a gift or contributed services.

**REVENUE**—the income that a business or organization has from its normal business activities, usually from the sale of goods and services to customers.

**SPONSORSHIP**—money received when an individual or organization pays some or all the costs involved in staging an event or program, generally in return for advertising or recognition.

## More to Explore

<https://careers.broadway/>

<https://afpglobal.org/>

<https://www.arts.gov/>

<https://www.americantheatre.org/2018/01/23/careers-in-development/>

<https://www.wildapricot.com/blogs/newsblog/2019/02/05/nonprofit-career-path>

## Extension Activity

Write and send a card, letter, or email to someone you know and practice cultivating your relationship. This might include sharing a funny or interesting story, inquiring about their hobbies, or finding some common interests to discuss.