Our Fundraising Journey
Our Fundraising Journey
Getting Started

Listening Tours
- Community Foundations
- Key Community Leaders
- Longtime Subscribers
- Internal Staff

Fundraising Consultant
- Appetite for Giving
Two Big Questions

1. What is the Louisiana Investigative Journalism Fund?

2. Why is a for-profit media company creating a non-for-profit arm to fund investigative reporting?
Media Landscape

- Reliance on advertising and subscription revenue.
- Eroding business model.
- News deserts.
- Time to pivot.
Grant funded journalism

- Goal: Create a philanthropic model support investigative reporting for the entire state of Louisiana.
- Not new! We have grant funded reporters in our newsrooms today.
- A proven model across the country.
- Part business, part civic model.
- Investigative journalism is expensive.
- We need your help!
Tightly Managed Process

- Develop a prospect list & prioritize (start small)
- Plan & Prepare for the visit
- Know donors past giving history and favorite philanthropies
- PRACTICE, PRACTICE, PRACTICE
- Make the pitch in person – customize
- ALWAYS ask for referrals and follow up
Local funders fuel national funders

What we’ve done

• Custom tailored
• The compelling case
• The intersection
• The ask

Louisiana needs a watchdog. Why?

• The state is consistently ranked No. 1 for public corruption.
• The number of journalists working in Louisiana has dropped precipitously in the last two decades.
• The state is one of the poorest in the nation with abysmal rankings in educational attainment, health and other quality of life measures
Our Commitment

Mentor Reporters
Share Progress
Produce Journalism they can brag about
Case Study: The Ford Foundation
3 Reporters | $333K | 3 Years

• It starts with relationships – in this case, a member of our board knew Darren Walker

• We prepped very carefully for call with Darren, but thought we were asking for advice

• We realized during the call that it had turned into a pitch, and we were ready
Case Study: Expansion into Shreveport-Bossier

What we need to be successful.

- **$1,500,000** over
- **3 YEARS** to fund
- **9 JOURNALISTS**

All funds raised will go exclusively to payroll for the local Shreveport-Bossier journalism team.
Suite of Digital Products

Launching
July 2023

Weekday Newsletter
Follow Up:

What we’ve done:

• Extensive marketing campaign
• Story taglines
• Fundraising collateral
• Subscriber zoom sessions
• Investigative Fund Newsletters
• Need to do more!

We shine a light on corruption and injustice. Your support makes that light brighter.

Make a contribution of $50 or more to the Louisiana Investigative Journalism Fund today and receive an "I support local journalism" 15 oz. mug as a thank you.

DONATE

On this Giving Tuesday, see how the long hours and hard work of deep investigative journalism make a difference in our community and in this case, even change a century-old state law.
Questions?