

Getting to Giving

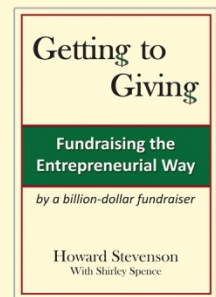
Fundraising the Entrepreneurial Way

Webinar Chat: “First Dates”

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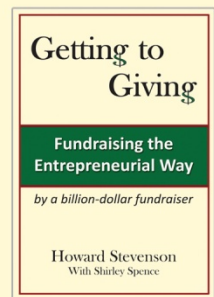
The first meeting - making the connection to the four questions

- I can't raise money unless I believe our work is important
 - They may not agree
 - On the cause
 - The philanthropic priority
 - Our solution
 - They may not understand
 - What we do
 - See the connection between our program and the agreed upon higher purpose
- You are not begging



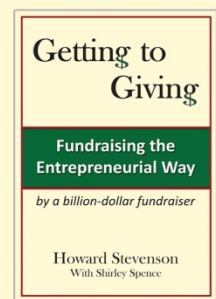
The first meeting - making the connection

- Understanding their interests
 - Their other philanthropy
 - Their personal background
 - Their questions
- Speaking their language
 - Liberal vs conservative
 - Thinker vs doer
 - Individual vs group decisions
 - Head vs heart



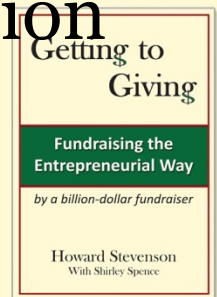
The first meeting - making the connection

- Discovering their motivation
 - Four types
 - Achievement
 - Significance
 - Legacy
 - Happiness
 - Clues
 - Past activities
 - Their office or home
 - What they say



Common problems making the case for giving

- Too much content
 - Burying the lead
 - Overwhelming with details
- Assuming motivations and stereotypes
 - “the business person”
 - The social butterfly
 - The recognition hound
- Not making the argument that connects mission to action through philanthropic support



Making the case - head and heart

- Too many
 - Ideas
 - Pages
 - Words
 - Irrelevant pictures
- Offering too many choices
 - Recognition opportunities
 - Gift opportunities
 - Strategies

Making the case - head and heart

- Clarity about the meeting's purpose
 - Introduction
 - Information exchange
 - An ask
- The logic of your appeal
- Creating commitment
 - Rational
 - Emotional
- Gauging the donor's readiness for an ask

A hard look at your Annual Report, Website and collaterals

- Are your definition of purpose and your metrics of performance clear?
 - 33 pages
 - 12 categories
 - 6 strategies
- Does your exposition bury the lead
 - Annual report
 - Digging into the website
- Does your financial information elucidate your economic model clearly
 - Income statement
 - Fund definitions
 - Overhead and leverage

Steps to success

- Clear simple mission that is memorable, differentiable, credible, inspirational, aspirational and simple connected to the potential ask
- Establish your credibility as a solution to the identified problem
- Be bold but realistic about their commitment and state of knowledge regarding your organization
- Learn the five whys to understand their personal motivation
- Every word and wording matters
 - Using their language
 - Avoiding the passive voice

The moment of truth

- Don't presume their response
- When ready, be specific in the ask
 - Not the amount
 - Where you need their help
 - What is the next step
- Be understanding of
 - Rejection
 - Postponement
 - Short arms with deep pockets
- Say **THANK YOU** no matter what happens