SESSION #4 FUNDRAISING PART 2



AGENDA

- DONOR DEVELOPMENT
- NETWORKING FOR THE KINGDOM
- STRATEGIC FUNDRAISING; OPPORTUNITY WITH “NONPROFIT FUNDRAISING ADVISORS”
- OVERCOMING OBJECTIONS

GUIDING SCRIPTURE

"WE RECEIVE NOT
BECAUSE WE ASK NOT"

Guiding Question- Is receiving a "no" or a "not now" from a prospective donor good or not so good?

Guiding Distinctions-
We are called to ask; we are called to turn every conversation into a positive outcome.

STRATEGIC FUNDRAISING



JEFF WRIGHT

Nonprofit Fundraising Advisors





FUNDRAISING VS. DONOR DEVELOPMENT

IS THERE A DIFFERENCE?





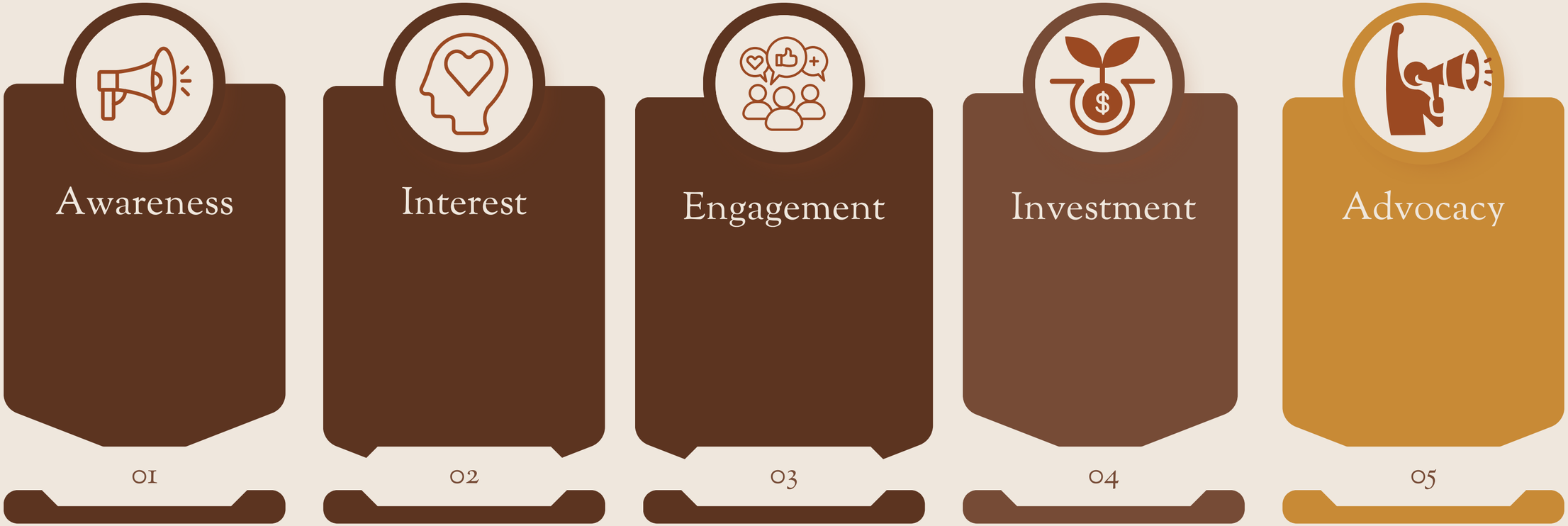
FUNDRAISING VS. DONOR DEVELOPMENT

Impersonal Transaction	vs.	Personal Relationship
Automated Thank You Letter	vs.	Authentic appreciation

Create a rhythm of reporting back on impact from you…a person reports and not a system. The goal is relationship (KS story about “crap” from one nonprofit)

Consider tools you use- (donor database, handwritten notes, storytelling about unique advancements, etc.)

STAGES OF DONOR DEVELOPMENT
WHEN DO YOU KNOW AN INDIVIDUAL IS AT EACH STAGE?



STAGES OF DONOR DEVELOPMENT
WHEN DO YOU KNOW AN INDIVIDUAL IS AT EACH STAGE?



Awareness

What do they really know?
You, the location, the website, what you do, etc?

01



Interest

How many interactions have been shared? To what degree? Did it amount to anything? What happened?

02



Engagement

What does lasting engagement look like?

Have they unsubscribed?

03



Investment

Can someone give money and not see it as an investment?

Is an investment always financial?

04



Advocacy

Name your three greatest advocates.
Prove it to me. (Call on some)

05



1

CONNECTION



2

COMMUNICATION



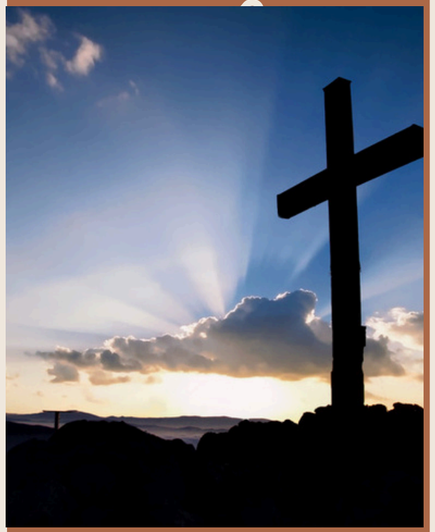
3

COMMUNITY



4

CONSISTENCY



5

CHRIST

FIVE C'S OF DEVELOPMENT

"Clarity is king". Are you clear where folks are in the stage of donor development? Are they clear?
Consider Life Among the Nations

COMMON PITFALLS

ATM's vs. People

Only communicate during a campaign

No Gratitude or "Personal" Follow Up

Forgetting the Faith perspective...we settle for cheap/superficial community

Stock communiques- "hey, did you get the same letter?"



ACTIVITY: CONSIDER AND SHARE



BEST DONOR EXPERIENCE



FORGETTAL EXPERIENCE



WHERE YOU STILL STRUGGLE

ACTIVITY:

- Create a 1-year Donor Touchpoint Plan with at least 4-5 interactions.



PURPOSE

Can you show that Donor Development is personal, intentional, relational, and strategic?

DIRECTIONS

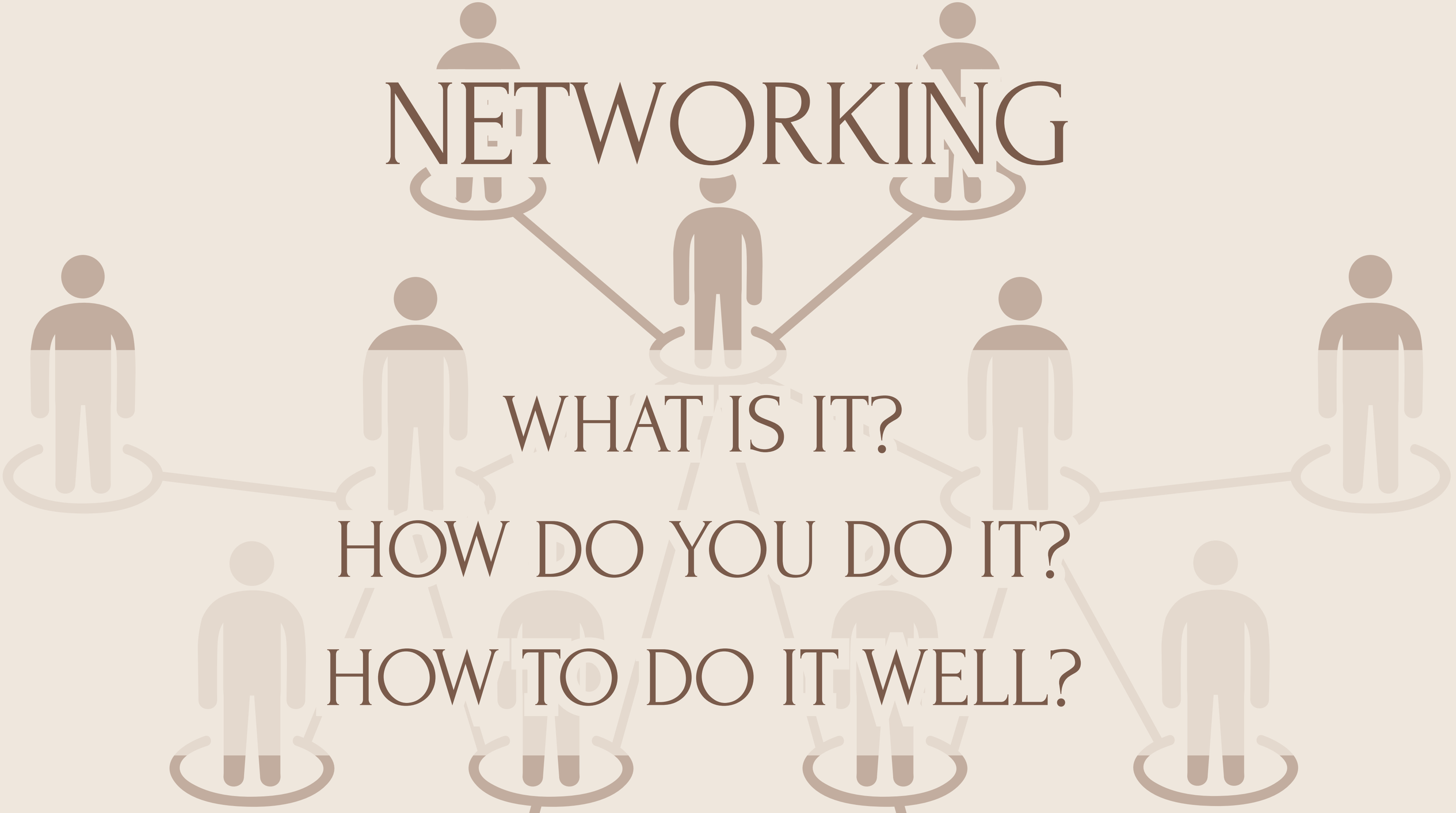
Work on one donor touchpoint plan only

GUIDELINES

This can be a first time donor, long time donor, or major donor.

BREAK

NETWORKING



WHAT IS IT?

HOW DO YOU DO IT?

HOW TO DO IT WELL?

It is not climbing

It is not about receiving

It is not about competition

It is not about attending

NETWORKING IS NOT...

NETWORKING IS...

NETWORKING IS NOT...

It is not climbing

It is not about receiving

It is not about competition

It is about attending

NETWORKING IS...

It is about co-laboring

It is about giving

It is about allies/partners

It is about hosting

HW ACTIVITY (SEE HANDOUT)

LIST NETWORKS

Make a note of 10 networks (whether individuals or organizations)

STRENGTH?

These 10 came to mind because of some value/strenghth. Note what makes them strong

WHO IS MISSING?

List 5 networks that are missing (individuals or organizations) and name the unique value they would bring.

HW ACTIVITY (SEE HANDOUT)

LIST NETWORKS

Make a note of 10 networks (whether individuals or organizations)

STRENGTH?

These 10 came to mind because of some value/strenghth. Note what makes them strong

WHO IS MISSING?

List 3-5 networks that are missing (individuals or organizations) and name the unique value they would bring.

WHAT ARE THREE SPECIFIC ACTION ITEMS YOU WILL IMPLEMENT IN THE NEXT 30 DAYS TO BUILD THE MISSING NETWORKS?
SHARE OUT THE “HOW” FOR ONE ANOTHER!!!!

LUNCH BREAK

45 MINUTES



OVERCOMING OBJECTIONS

HOW TO TURN A “NO” OR A “DELAY” INTO A “YES”!!!!!

KEVIN YOUNGBLOOD

For Next Time

- ROLE PLAY OVERCOMING OBJECTIONS WITH YOUR TEAM/OTHERS
- READING- WHAT THE HECK IS EOS (FROM YOUR TEAM'S PERSPECTIVE)