

# FUNDRAISING ISN'T ABOUT YOU



Traci Skalberg  
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“I could never do your job...  
I am glad you do it, but I could never do it.”

“I can’t ask my friends and family for money.”

“Everyone is tapped out. There are so many campaigns.”

“I can’t make a large gift.”

“We raise money through grants.”

“But the new tax law!”



**NO MORE EXCUSES**

# The TRUTH

Fundraising Leaders can raise funds in any climate

The worst mistake is INACTION - plan to plan

Passive Fundraising never works in a sustainable way

# The TRUTH

People only partially give to causes

People most generally give to people who care

Dreams raise money, not desperation - Karin Cox

# The TRUTH

Targeting everyone is the same as targeting no one - Karin Cox

Ask for Advice - People support what they help create

# The TRUTH

Major Gifts are Focused Gifts

You will not raise \$100,000 by having 1,000 people give \$100. That is Math, not Mission! - Karin Cox

Fundraising is your job as a nonprofit board member and community leader



# Fundraising is an “F” word, but...

It is not about money

- Noble
- Selfless Act
- Investment
- Opportunity

# Fundraising is an “F” word, but...

## It is not “Begging”

“I could never do your job...

I am glad you do it, but I could never do it.”

# Ineffective vs. Effective Fundraising

## Ineffective:

- Not Comfortable
- Begging
- Feeling Awkward
- Cold Calling
- Fear of Rejection
- Fear of Failure

## Effective:

- Prepared
- Affirmed
- Proud
- Invested
- Donor Centered
- Ready to do it again

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## The Donor Centered Approach

Step One: Research your prospects

Step Two: Build Relationships

Step Three: Get the appointment

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## The Donor Centered Approach

### Step Three: Get the appointment

- Call to request an appointment
- Tell the prospective donor how much time you need
- Tell the donor who will be at the meeting
- No surprises!
- Confirm the meeting

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## The Donor Centered Approach

### Step Four: Plan the Ask

- Who is going?
- What will you ask for?
- Why does it matter? Mission? Case? Personal Testimony?
- Who will ask?
- Have you made your own gift?
- Practice!

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## The Donor Centered Approach

### Step Five: The Ask

- Relationship Broker opens the conversation
- Ask Donor for ideas/advice/dreams
- Listen!
- Offer expertise, testimony, information,  
YOU CARE



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## The Donor Centered Approach

### Step Five: The Ask

- Align gift ask with donor dreams if possible
- Confidently ask for investment/gift - be specific
- Be quiet or you will talk them out of it!
- Thank the donor

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## The Donor Centered Approach

### Step Five: The Ask --Tips

- Thank the donor for their investment
- Whatever you do, be genuine/authentic
- Start with relationship, cold calling doesn't work
- Listen! I mean really Listen!

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## The Donor Centered Approach

### Step Five: The Ask --Phrases

- “Will you join me with your gift of \$250 to Anytown Education Foundation?”
- “Your last annual gift was \$500, can we count on you again for that amount?”
- “You are a leader in this community, would you consider a leadership gift to this project?”

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## The Donor Centered Approach

When the donor says no:

- Could mean “not right now”
- Could mean “not the right project”
- Could mean “not the right amount”
- Could mean “need more information”
- Could mean “never”
- It is important to find out what no means and thank the donor for their insight

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## The Donor Centered Approach

Follow up after the meeting:

- Before you leave make a follow up appointment
- Personal note to donor from solicitor
- Get back with donor regarding any unanswered questions
- Gift receipt from organization
- Progress report from organization
- This is not a transaction! It is a relationship!

Let's Practice!



Teams -

1 donor

2 solicitors

Observers/Notetakers/Reporters

# Discussion -





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