

MNN Webinar

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Major Gift Fundraising Techniques

Presenter:

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Poll: Have you ever made an “ask” (in person)?

1. Yes—but didn’t ask for a specific amount
2. Yes—and did ask for a specific amount
3. No—but looking forward to learning how
4. No—the mere thought of it makes me anxious

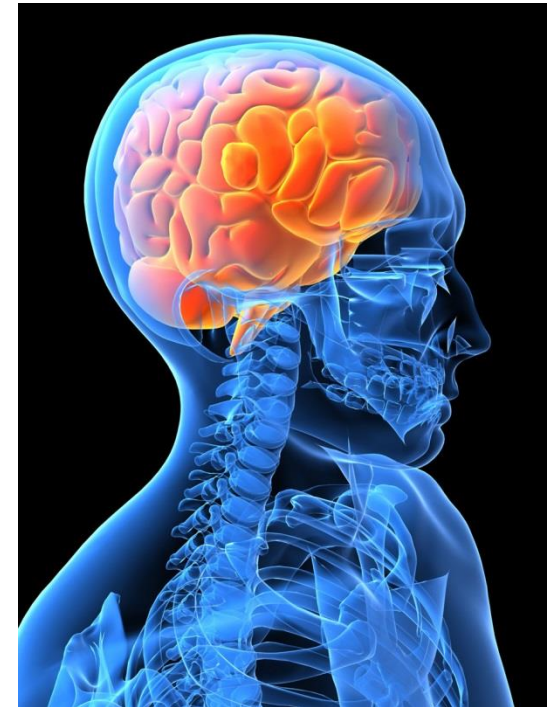


The “ask” language

Precise

Respectful

Easy for donor to digest



The “ask”:

So Diane, would you **consider** a gift of \$10,000 to support <your nonprofit> [or to take a leadership position with this initiative]

[Multi-year ask: \$x,000 per year for three years for a total of \$yy,000]

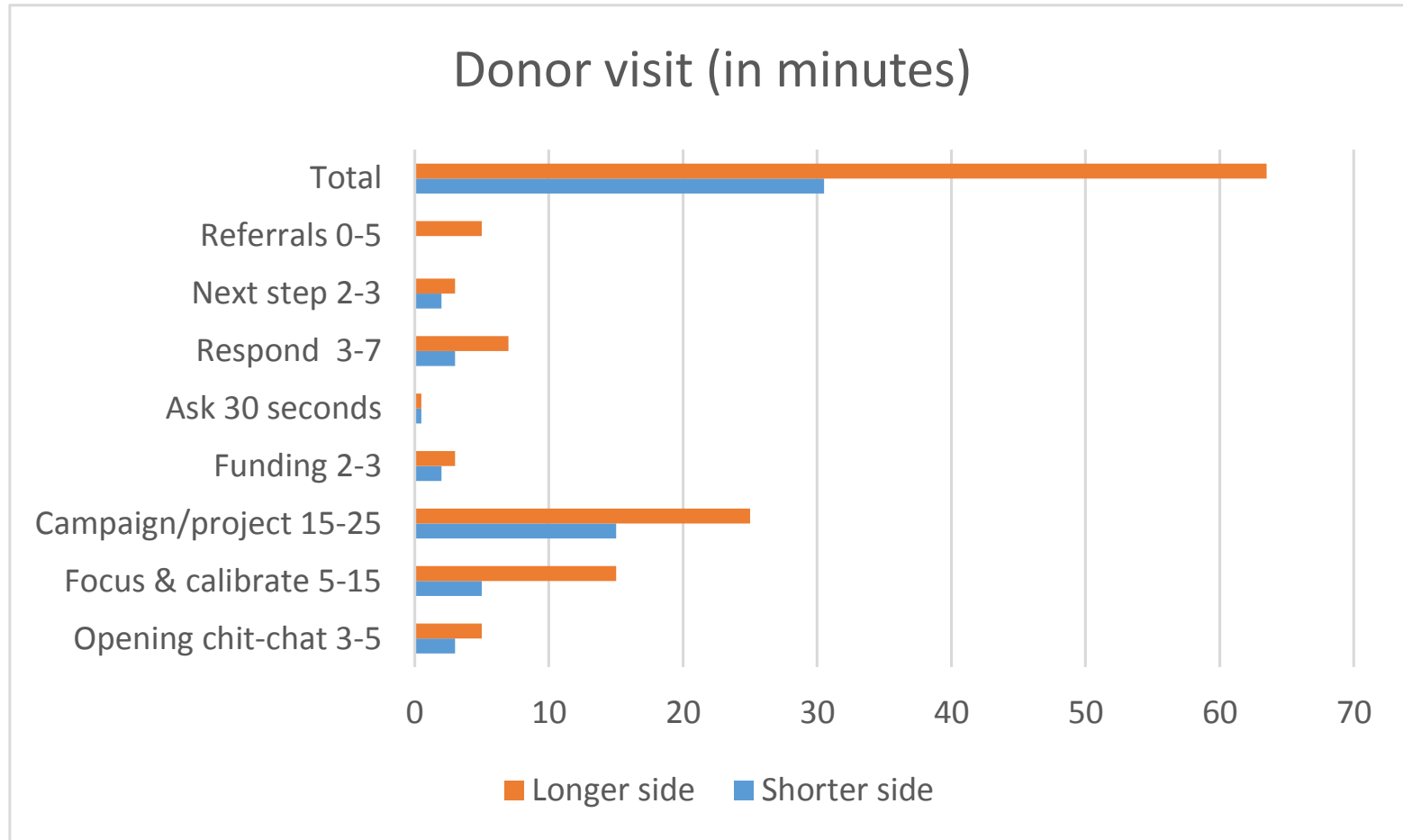


Once you present the opportunity, remain silent

- ◆ Do not speak until the donor says something.
- ◆ Why remain silent?
 - Speak and you will be negotiating against yourself!
 - Speak and you will be creating a distraction—give the person space to consider your request.
 - Use the time to observe the donor's reaction.



Anatomy of an “ask”



Today's agenda

- ◆ Introduction:
 - Major gifts – what and why
 - Why people give and why stories are so effective
- ◆ Identifying qualified donors and how much to ask for
- ◆ Setting up the visit/responding to objections
- ◆ Telling your story/Case for Support
- ◆ Ask and respond to “Let me think about it” (and variations)
- ◆ Concluding the visit

What is a major gift?

- ◆ A significant gift in your organization—one above and beyond the typical gift that arrives in the mail
- ◆ \$10,000 is a common benchmark, but the \$10,000 might be \$2,500/year for 4 years
- ◆ Donors giving \$1,000 without a specific ask are sending you a signal – contact them
- ◆ Be aspirational

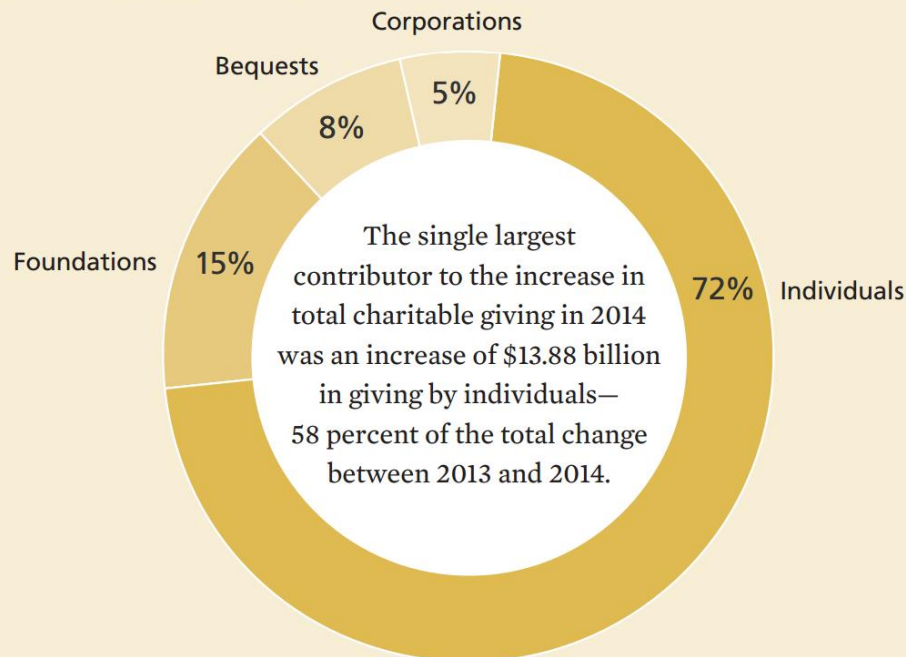


Where the money is

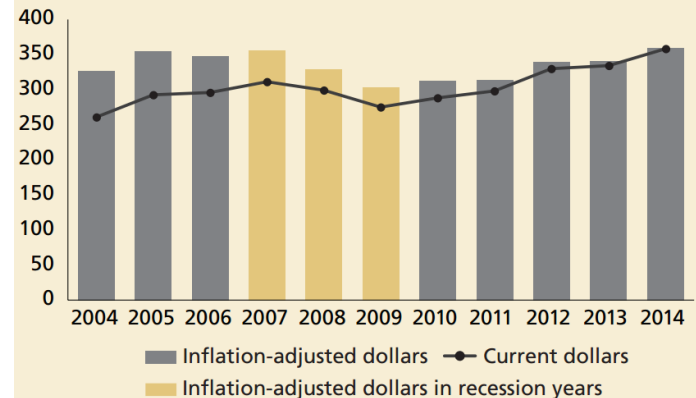


Total 2014 contributions: \$358.38 billion

Contributions by source
(by percentage of the total)



Total giving: 2004–2014
(in billions of dollars)

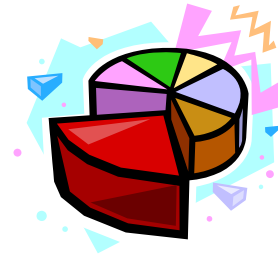


● Total giving rose 7.1 percent in current dollars in 2014, or 5.4 percent adjusted for inflation.

Researched and written by

 **LILLY FAMILY
SCHOOL OF PHILANTHROPY**
INDIANA UNIVERSITY
Indianapolis

Why people give



“People buy on **EMOTION** and justify with **LOGIC**.”
– Zig Ziglar

Language implication: Words like “education reform” do not paint an emotional picture. “We want every child to be able to read, write and be successful” is more compelling. A story is best!



Convey impact through stories

Jeff Brooks Fundraiser's Guide to Irresistible Communications

◆ Before

- Please consider supporting the 124 children (aged 4-17) in our hospital. A third of them are receiving advanced chemotherapy. Many of the rest are taking part in Phase I or Phase II clinical trials of new and promising therapies that could save lives of future patients.

◆ After

- Six year-old Chelsea hugged her teddy bear tight. “Teddy’s hair didn’t fall out,” she said, patting her own bald head. “So he’s my good-luck bear. He’s going to help me get better from cancer.” Teddy may be Chelsea’s good-luck bear, but you can have a part in her fight against cancer by sending a gift today.



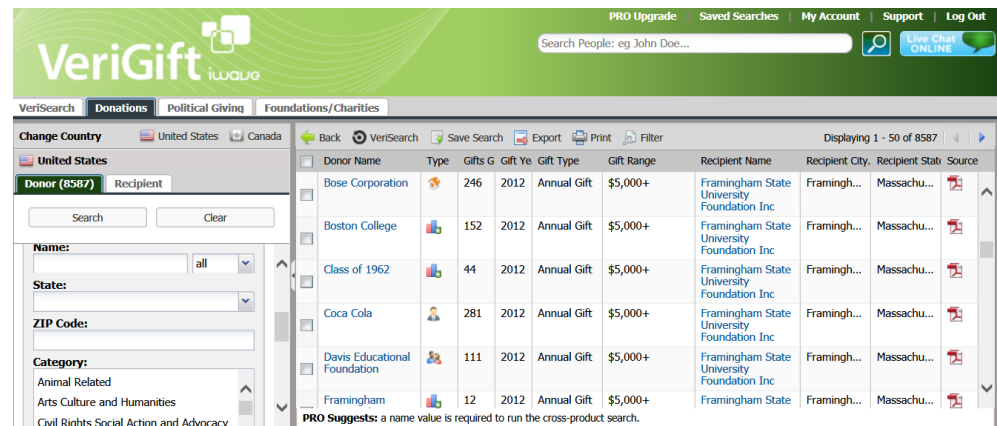
Identify qualified prospects

- ◆ Gut reaction—who leaps to mind?
- ◆ Gift size:
 - Largest donors over the past two years
 - Large gifts to previous campaigns
- ◆ Wealth screening: Who in your donor base could make a larger gift if so inclined?



How much to ask for?

Financial capacity* +
How philanthropic in
general +
Passion for your work,
in particular



The screenshot shows the VeriGift iWave interface. The top navigation bar includes links for PRO Upgrade, Saved Searches, My Account, Support, and Log Out. A search bar contains the text "Search People: eg John Doe...". Below the navigation bar, there are tabs for VeriSearch, Donations, Political Giving, and Foundations/Charities. The "Donations" tab is active, and the "Change Country" dropdown is set to "United States". The search results table displays the following data:

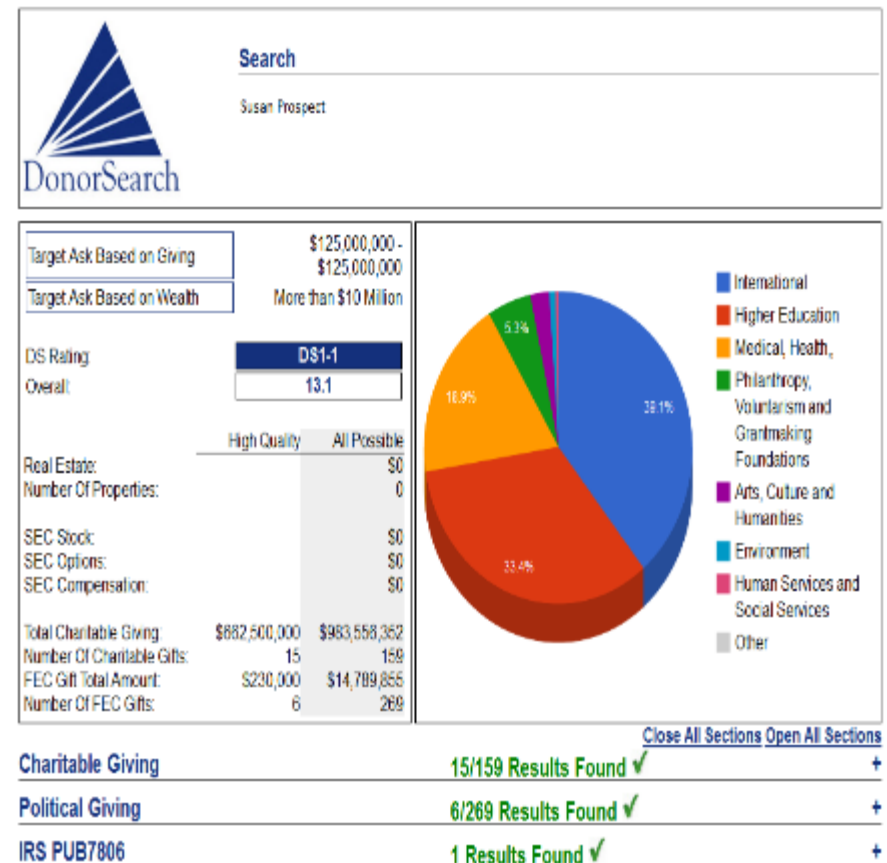
Donor Name	Type	Gifts G	Gift Ye	Gift Type	Gift Range	Recipient Name	Recipient City	Recipient State	Source
Bose Corporation		246	2012	Annual Gift	\$5,000+	Framingham State University Foundation Inc	Framingh...	Massachu...	
Boston College		152	2012	Annual Gift	\$5,000+	Framingham State University Foundation Inc	Framingh...	Massachu...	
Class of 1962		44	2012	Annual Gift	\$5,000+	Framingham State University Foundation Inc	Framingh...	Massachu...	
Coca Cola		281	2012	Annual Gift	\$5,000+	Framingham State University Foundation Inc	Framingh...	Massachu...	
Davis Educational Foundation		111	2012	Annual Gift	\$5,000+	Framingham State University Foundation Inc	Framingh...	Massachu...	
Framingham		12	2012	Annual Gift	\$5,000+	Framingham State	Framingh...	Massachu...	

At the bottom of the table, a note reads: "PRO Suggests: a name value is required to run the cross-product search."

* Smaller organization: Focus on donation history—not on assets.

Prospect research tools

- ◆ Gathering information from publicly available sources
- ◆ Yes, there is Google, but there are tools designed to dramatically expedite the research process
- ◆ The tools still require someone with good analytical skills and training to evaluate and cross-check the information
- ◆ Helps answer the question: How much do we ask for?
- ◆ Helps you know your donor better
- ◆ Helps uncover connections



Sample subscription services

- ◆ Blackbaud Analytics
- ◆ DonorSearch
- ◆ Iwave
- ◆ WealthEngine



Basic annual subscription: \$3,000 - \$3,500

Estimated Wealth Screening: Under \$1/record

Outsourced or in-house.

Poll: Most challenging part of the process?

1. Asking for the gift.
2. Dealing with “no” or “let me think about it.”
3. Figuring out how much to ask for.
4. Identifying qualified donors.
5. Setting up the donor visit.



Setting up the visit

◆ The purpose of the call is to set up the visit.

- You do NOT want to have the meeting on the phone.
- If asked to put something in the mail, make it clear that you are looking to get together in-person to see what the person thinks.



◆ Visit Framework

- You are leader/long-standing/loyal supporter
- We have a high-impact project in the works that we want to talk with you about and see what you think
- We'll see if there is a fit, and, if so, you will have the opportunity to get involved/have an impact



Setting up the visit

- ◆ Technique: Go to the calendar as soon as possible
 - Suggest two dates and times
 - Offer to meet wherever it is most convenient (home, office, ...) or at your usual venue, e.g., you typically have lunch
 - If a restaurant, etc., suggest a place that is reasonably quiet



Handling objections to the visit

- ◆ Use the framework:
 - You are important
 - We want to know what you think
 - The choice to be involved is entirely up to you
- ◆ Example 1: “Are you going to ask me for money?”
 - Tip: Do not answer “yes” or “no” or you will find yourself down a rabbit hole.
 - Repeat the request: “We’d like to share our new initiative with you – we value your feedback. If you’d like to be involved, you will have that opportunity—but it will be entirely up to you.
- ◆ Example 2: “Can you put something in the mail?”
 - We’re looking to have a conversation and see what you think. There’s nothing I can mail that would serve that purpose.
- ◆ Then re-offer two dates/times. So John, how is....

The Visit: Opening chit-chat

- ◆ Compliment something if it's authentic (great view, lovely gardens,...)
- ◆ If you see photos, you might inquire – great way to learn about family or hobbies
- ◆ If you are offered refreshments, accept—the “breaking of bread” is a powerful connector
- ◆ Begin with sharing a couple of personal but related items about yourself – how you know the person who referred you; how you came to be here; something you know you have in common with the donor... [just a couple of minutes]



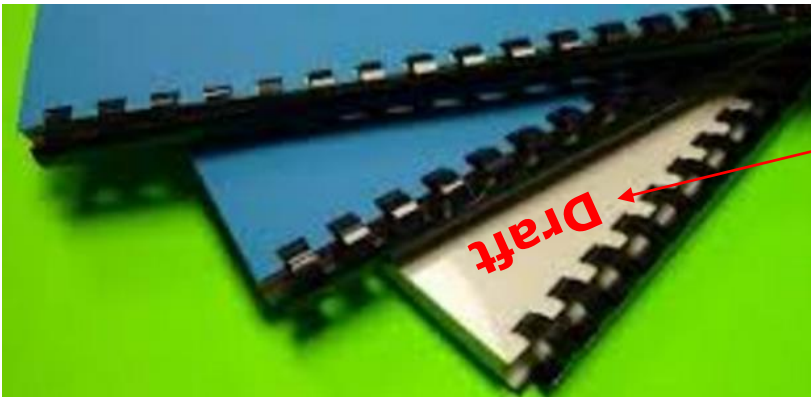
Telling your story/Case for support

- ◆ Vision
- ◆ Challenges your clients or community are facing
- ◆ How the project benefits them
- ◆ Major Gift Program or Campaign goal
- ◆ Pictures of the project
- ◆ Funding plan
- ◆ Specific donor impact
- ◆ Donor recognition

Organizational
need does not
drive giving--
**impact drives
giving!**

Tell your story/Case for support

- ◆ Guide solicitors and donors through the **conversation.**
- ◆ Let donors know that their feedback matters.
- ◆ Also serves as a leave-behind.
- ◆ Can be modified as necessary.



Tip: Use the word "Draft."

Responding to objections to the “ask”

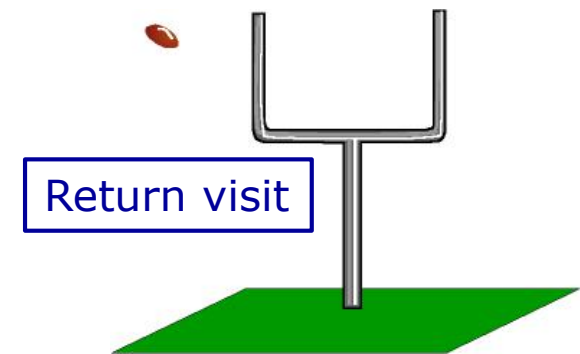
- ◆ You’ve made the ask: “So, John, would you consider a gift of \$25,000 to support <your nonprofit/the xyz program>. And you then *remained silent* until the prospect responded.
- ◆ Likely, you did not receive a flat out yes.
- ◆ **Goal: Find out why the prospect is objecting**
 - Is it the program/project?
 - Is it the amount?
 - Is it the timing?
- ◆ Memory tip for the order: Program, Amount, Timing
- ◆ **P.A.T. YOURSELF ON THE BACK!**

Start by going back up to 30,000’



Visit conclusion

- If you did not get to “yes,” **goal is permission to come back and meet again** (preferably) or a date for a phone call.
 - Try for the visit first. “So Steve, I understand that you want to consider this opportunity. Why don’t we get together in two weeks. I’ll be right here to answer any questions you may have.”
 - If “no” to in-person meeting...”then let’s set-up a phone time – how about <offer 2 dates and times>”.
- Referrals (once deal is sealed)
- Write notes and send!



Giving is good for your health

- ◆ Biologically, giving can create a “warm glow,” activating regions in the brain associated with pleasure, connection with other people and trust.
- ◆ In a 2006 study, researchers from the National Institutes of Health studied the functional MRIs of subjects who gave to various charities. They found that giving stimulates the mesolimbic pathway, which is the reward center in the brain, releasing endorphins and creating what is known as the “helper’s high.” And like other highs, this one is addictive, too!



Appendix: Alternative Case for Support template

Purpose/Why
Altitude:
30,000'

How you save/change/impact lives—your vision
Clear, concise, compelling

Story

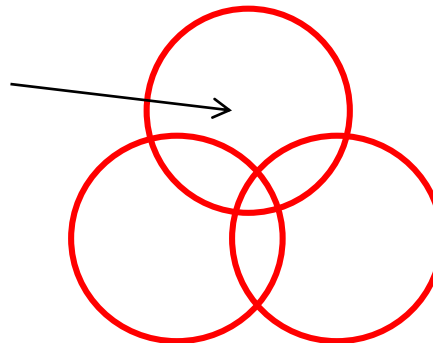
Story

Story

Permission to proceed

Priorities/What
Altitude:
14,000'

One
word
per
circle



Where funds will
be used... 3
examples each of
projects/programs
to be funded

-
-
-

Permission to proceed

Plan/How
Altitude:
3'

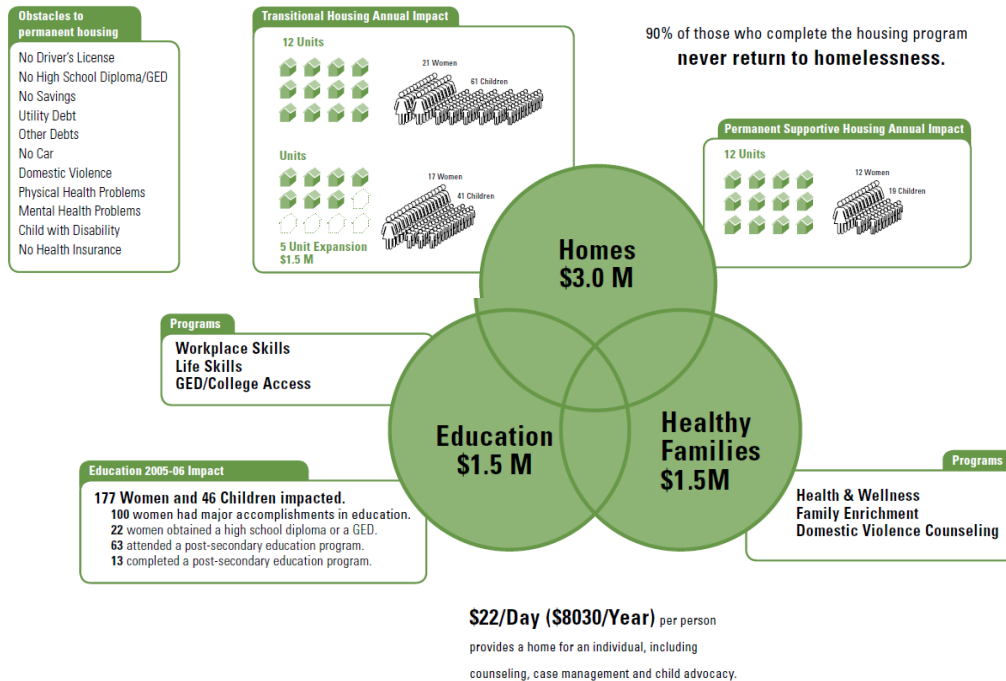
How you can help:

- 1) Champion...**the organization
- 2) Invite...**others to ENGAGE
- 3) Invest...**with commensurate
commitment

Continued on the next slide.

We provide the **opportunity**
for disadvantaged *women* and *children*
to **Transform their Lives.**

1000-Day Priorities



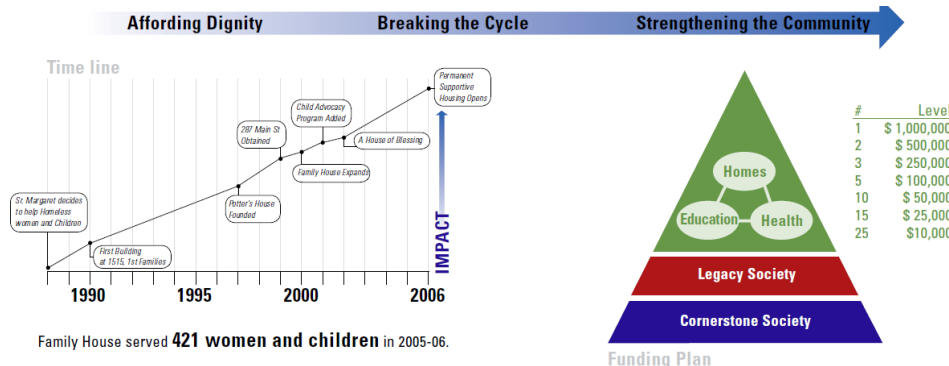
Sample questions:

30,000': What do you know about our organization/current vision/new goals?

14,000': Which of these three circles (priorities) is most important to you?

3,000': Based on your understanding of the Purpose, Priorities and Plan, would it be okay to talk with you about how you can help?

Courtesy of ForImpact/The Suddes Group



Resources

- ◆ *Asking*, Jerold Panas, Emerson & Church Publishers, 2008.
- ◆ *Asking Styles*, Andrea Kihlstedt, CharityChannel Press, 2012.
- ◆ *Donor-Centered Fundraising*, Penelope Burk, © 2003. *Donor-Centered Fundraising* is Registered Trademark of Cygnus Applied Research, Inc.
- ◆ For Impact/The Suddes Group www.forimpact.org
- ◆ *The Fundraiser's Guide to Irresistible Communications*, Jeff Brooks, Emerson & Church Publishers, 2012.

Prospect Research Resources

- ◆ APRA - Association of Professional Researchers www.aprahome.org
- ◆ Jennifer Filla, President | Aspire Research Group LLC, CEO | Prospect Research Institute LLC
jen@aspireresearchgroup.com | (727) 202 3405 x700 (also runs Small Shop Research training)
- ◆ Tools: Blackbaud Analytics, DonorSearch, iWave, WealthEngine,