



**Supremely Successful
Boards Workshop: Part 2
Northwest Region**

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Presented by:

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Please share
**Your Name,
Organization**
&
Two Words
to describe
your
**Fundraising
program**

Today's Agenda

Why People Give (and why they don't)

Role of the Fundraising Team

Fundraising vs. Fund Development

Let's be Philanthropists

Who is most likely to give

Earning the Right to Ask

Understanding donor motivations

Asking in a virtual setting

Raise more thru better stewardship

Wrap Up & Closing Remarks



Fundraising



What my mom
thinks I do



What my friends
think i do



What my donors
think I do



What my board
thinks I do



What my executive
director thinks I do



What I really do.



POLL #1

What is your greatest fundraising challenge?

- (A) Knowing the best way to ask
- (B) Deciding how much to ask for
- (C) Knowing who to ask
- (D) Understanding donor's interests & reasons for giving
- (E) Overcoming the fear of asking
- (F) Other

*“Donors continue to support
the causes they care about
during a crisis.
**If donors trust you, they
will continue
to support you.”***

Penelope Burk, researcher & author of
“Donor Centered Fundraising”



Fundraising in 2021

AFPGlobal.org <https://bit.ly/3qx2AhX>

72% of AFP surveyed members believe they will raise less money in 2021 than in a typical year

12% anticipate raising more

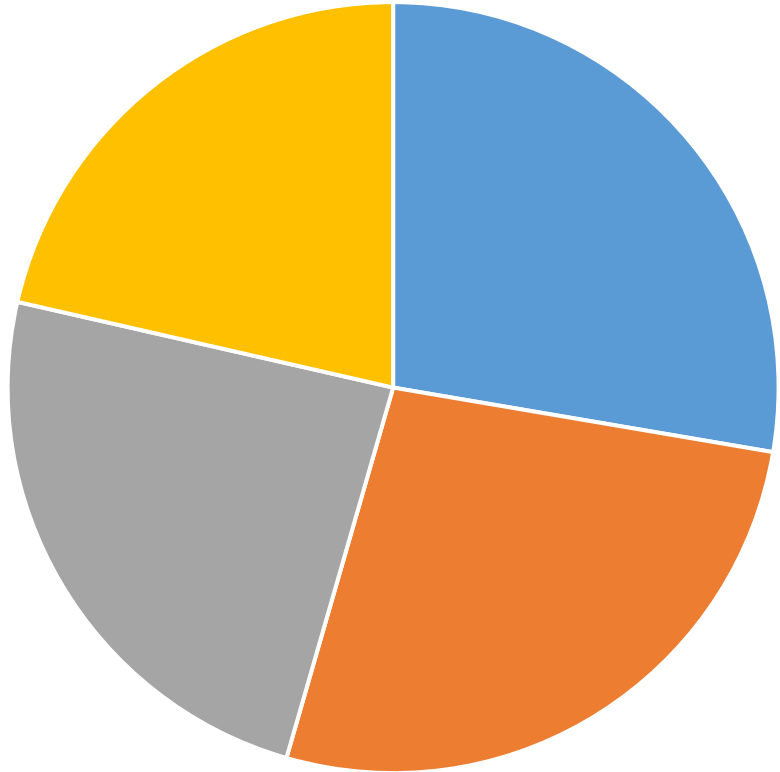
Giving in 2021

State of Charitable Giving and Donor Engagement
2/16/21 Frontstream.com

**9 in 10
respondents
intend to give to
charity in 2021**

**19% plan to
give more**

Reasons for Giving



■ Help Others ■ Personally Impacted

- 31%** **Help Others**
- 30%** **Personally Impacted**
- 27%** **Friend or Family Impacted**
- 24%** **Make an Impact**

State of Charitable Giving and Donor Engagement
Frontstream.com

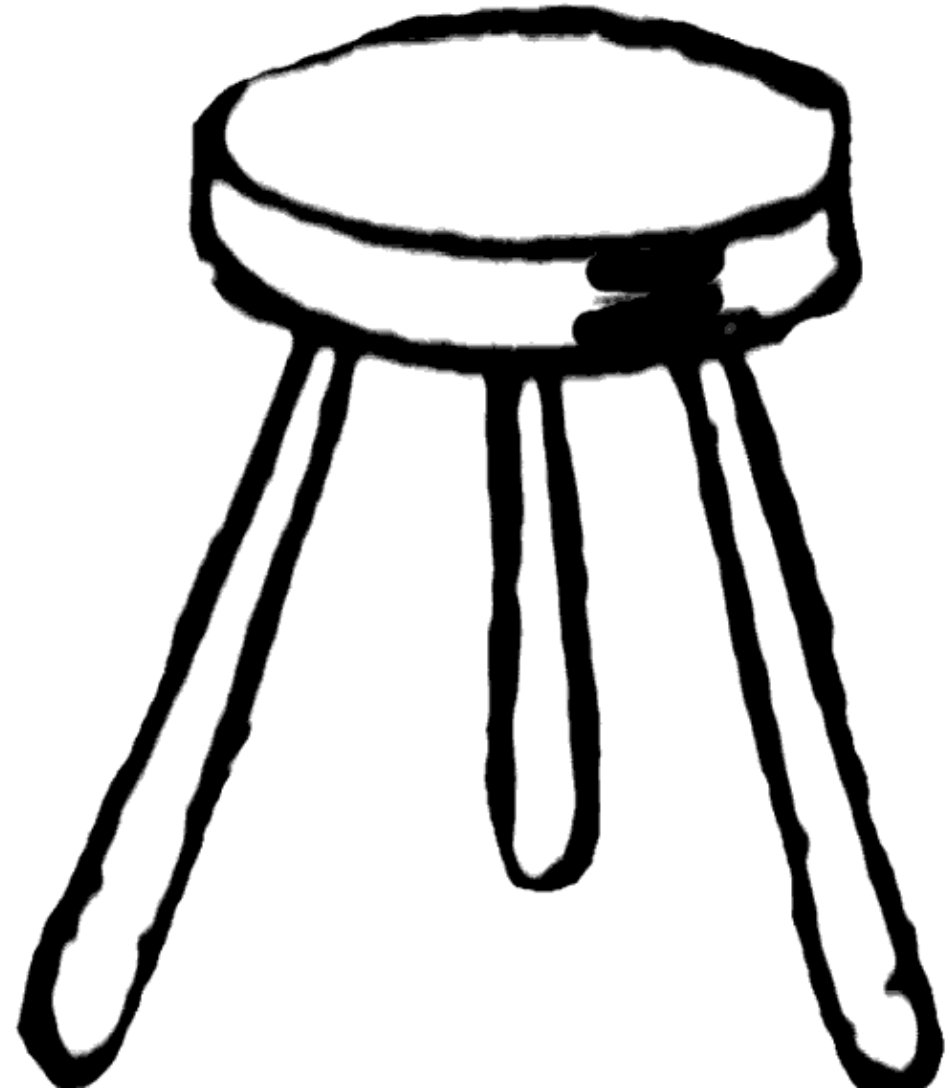
Role of the Fundraising Team

Board of Directors

CEO/Executive Director

Fundraising Staff

Who does what? Who asks?



Who is primarily responsible?

1. Communicate the vision and success of the organization to all constituencies.
2. Give first.
3. Develop a clear, compelling written case for support.
4. Know the funding needs of the organization in specific terms.
5. Identify, cultivate, and involve prospective donors.

Who is primarily responsible?

6. Decides how much to ask for.
7. Ask for the gift.
8. Research prospective donor's giving history & reasons for giving
9. Participate in donor stewardship activities

Break-out #1

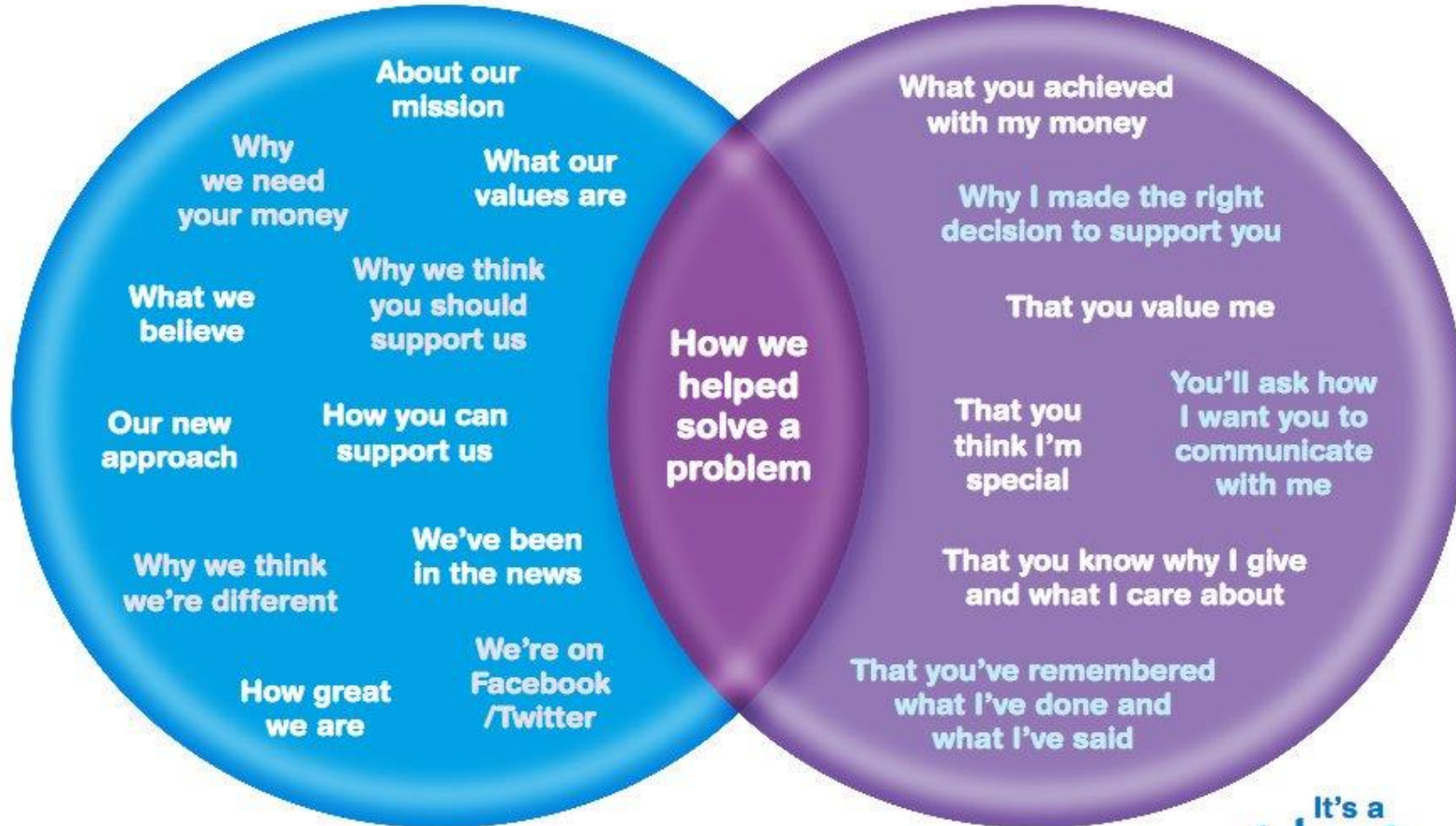
**Share your greatest challenge
when asking for a gift.
Discuss one way to overcome
this challenge and your first
step towards implementing it.**

**Let's be
Philanthropists!**



Things that a charity
wants to tell a donor

Things that a donor wants
to hear from a charity



“Why didn’t you
give a
\$10,000 gift?”

Nonprofit

“You didn’t give me
a \$10,000 reason.”

Donor



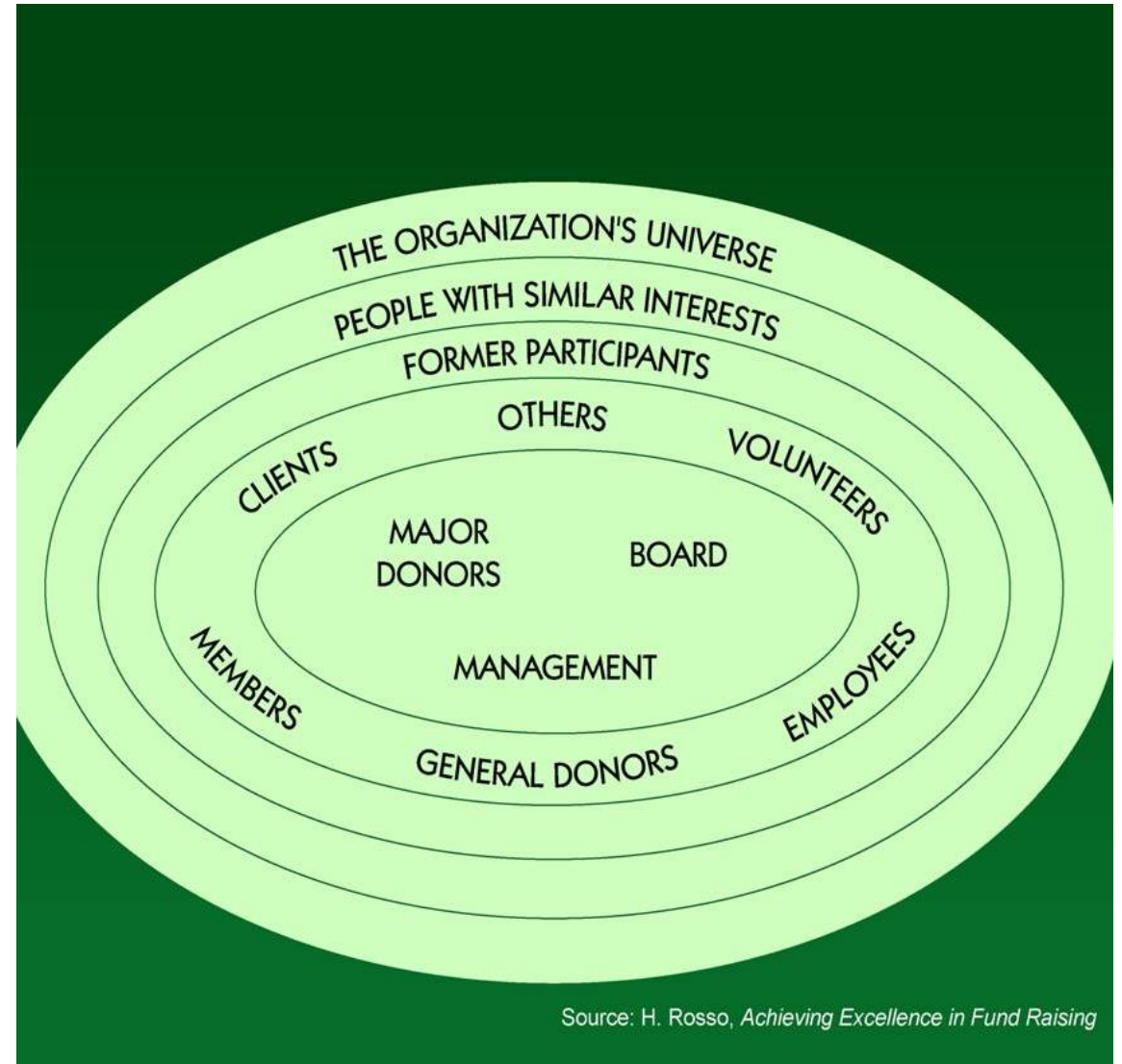
POLL #2

How does your organization define a major gift?

- (A) \$1,000 - \$5,000
- (B) \$5,001 - \$10,000
- (C) \$10,001 - \$100,000
- (D) \$100,001 and above
- (E) Not sure

Who is Most Likely to Give

Hank Rosso's Constituency Circle





Identify
Investigate
Educate
Motivate
Cultivate
Involve
Solicit
Steward



Who Should Ask

- A volunteer in a leadership position
- Someone the prospective donor knows & trusts
- The person they can't say NO to...
- A peer:
 - career status
 - economic/social status
 - mutual respect
 - mutual interest in cause



How much to ask for

- Previous giving
- 2 – 10x annual gift
- Depth of their interest in mission
- Level of trust
- Indicators of capacity
- Size of \$ goal to achieve results
- Stage of campaign
- Aim High



Tips for BETTER Asking

- Determine their interest before asking
- Know what you are asking for & how much
- Have 1 or 2 back-up ideas
- Use open-ended questions
- Let them do most of the talking
- Use your favorite asking phrase
- Have a next step

Asking in virtual setting

- Get permission first
- Build trust and comfort
- Make sure all decision-makers are present
- No slides
- No surprises (they should expect the ask)
- Look directly at the camera





POLL #3

How involved are Board members in thanking and stewarding donors, members, and funders to your Main Street program?

- (A) Proactively involved
- (B) Somewhat involved
- (C) Minimally involved
- (D) Not involved

What Donors Deserve

Acknowledgement
Appreciation
Recognition
Stewardship





Break-out #2

**What is your best take-away
from this session
to improve fundraising results
for your
Main Street program?**

Final Questions & Wrap-up



Closing Thoughts

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