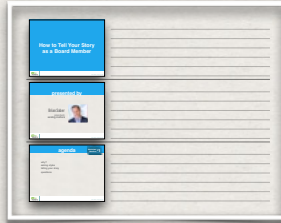


we'll start shortly

housekeeping

- you'll get a link to the recording, as well as a PDF of the slides (within 24 hours)
- the recording will be in MP4 (video) and MP3 (audio) formats

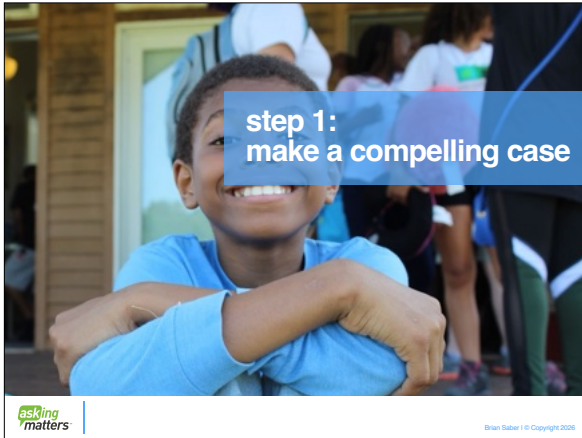


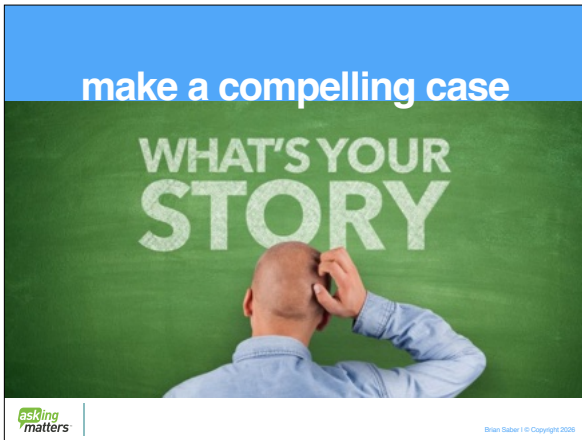
Successful Fundraising in 5 Steps

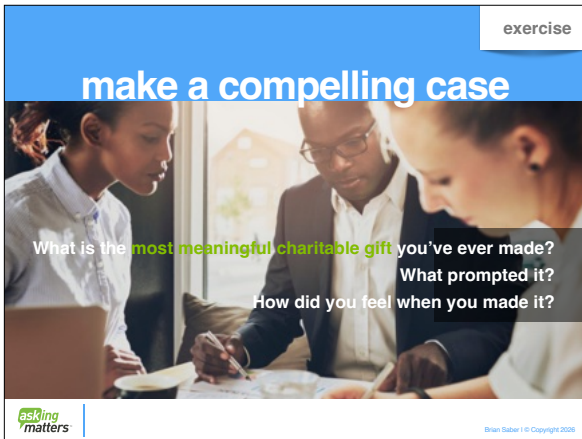
presented by

Brian Saber
president,
asking matters












make a compelling case



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make a compelling case


43%

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make a compelling case


asking in person is the most effective fundraising you can do...

by mail	2%
by phone	25%
in person	75%

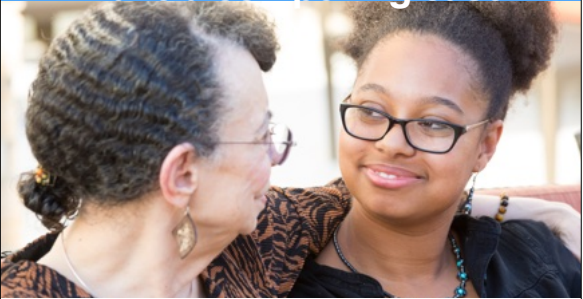
Kent Davis, Indiana University Foundation
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make a compelling case

3 out of 4
asks result in a gift

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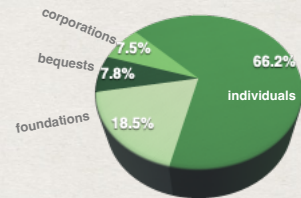
make a compelling case

\$592.5 billion

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2024 charitable giving



Source: Giving USA

make a compelling case

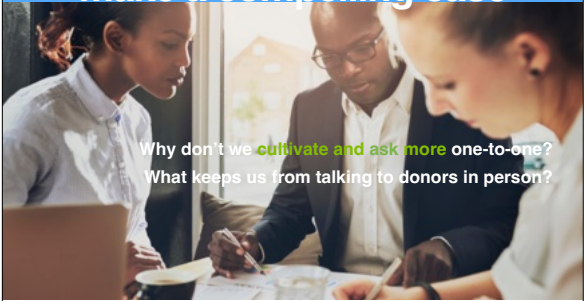


make a compelling case



exercise


make a compelling case



Why don't we **cultivate and ask more** one-to-one?
What keeps us from talking to donors in person?

asking matters

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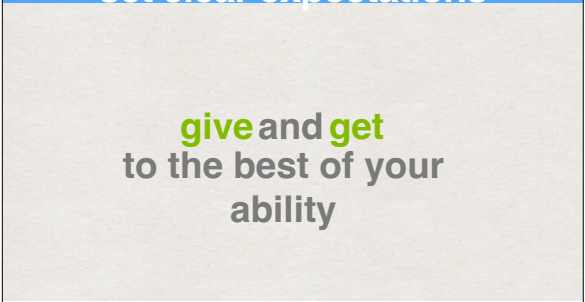


step 2:
set clear expectations

asking matters

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set clear expectations



give and get
to the best of your
ability

asking matters

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set clear expectations

everyone must
give

set clear expectations

everyone must give a
a personally significant gift

set clear expectations

everyone must
help cultivate relationships

set clear expectations



set clear expectations

everyone must
ask for something

set clear expectations

everyone must ask for
something

volunteerism
in-kind services
in-kind products
committee or board work
introductions to others

set clear expectations

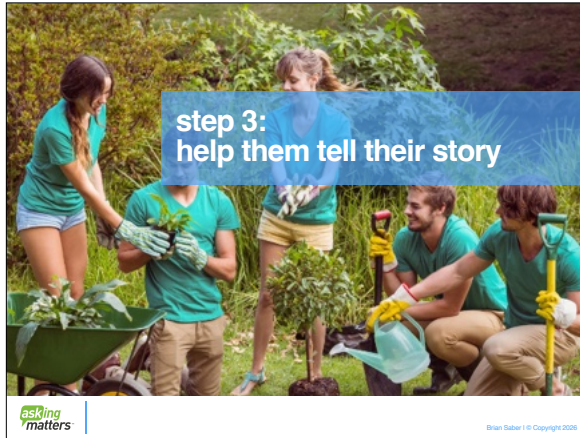
some (hopefully most) must
ask for gifts

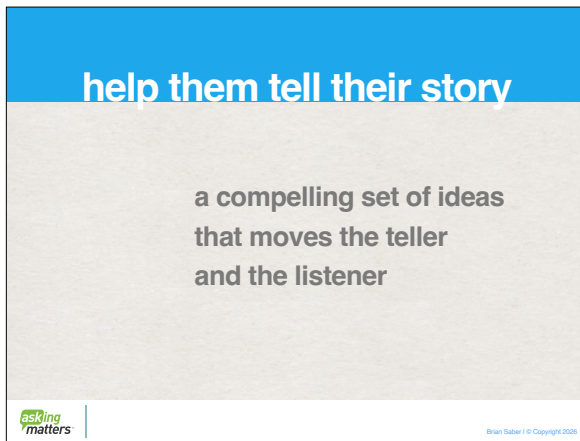
set clear expectations

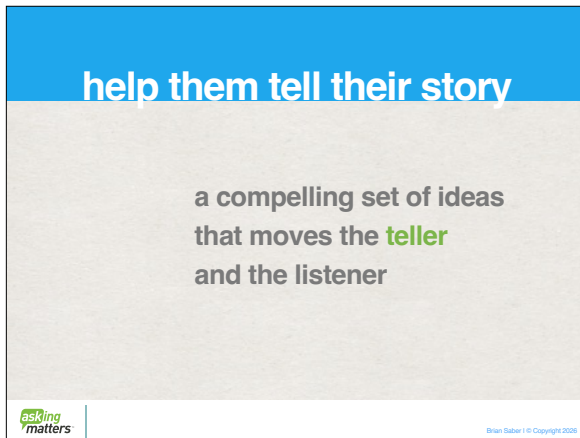


set clear expectations

4







help them tell their story

a **compelling** set of ideas
that moves the **teller**
and the **listener**

help them tell their story



help them tell their story



help them tell their story



help them tell their story

vision & impact

help them tell their story



help them tell their story

facts & figures
outcomes & goals
strategies
goal stories

ANALYTIC

mission controller

methods
systems
plans
plan stories

EXTROVERT

rainmaker

go-getter

INTROVERT

kindred spirit

big picture
vision
possibilities
opportunity stories

mission
participant stories
your own stories
heart stories

INTUITIVE

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step 4: provide training

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provide training

most board members don't know
how to fundraise

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provide training

The ABCs
ability - belief - contact

provide training

relationship networks

family	fellow club members
friends	fellow alumni
fellow employees	social media friends
peers in my industry	people I pay for services
fellow worshippers	people I've helped out
fellow parents	
fellow volunteers	
neighbors	

exercise

provide training

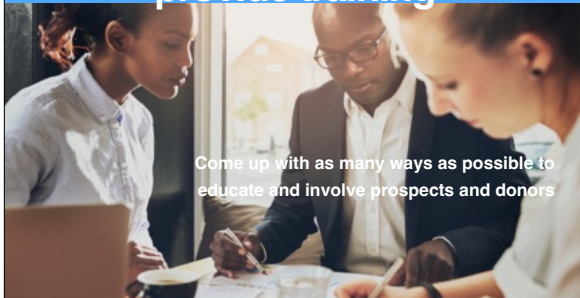
Identify your **THREE** strongest networks and try
to identify **TWO** people in each of those networks
who might have the A, B, C's

provide training



exercise

provide training



Come up with as many ways as possible to educate and involve prospects and donors

provide training

I'd like to ask you to...
...meet
...have a video chat
...have a phone conversation
with me to talk
about whether you'd consider making a gift
to the symphony.

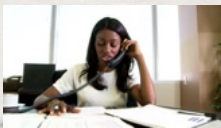
provide training

Might you to meet with me
to talk about your love of the symphony
and to get to know you better.
**This is not a solicitation call and
I will not ask for a gift - I promise!**

provide training



provide training



provide training

an **intentional** conversation

provide training



step 5:
support their work

support their work

board members can only do as much fundraising as there is staff to support it

support their work

- support
 - provide material
 - strategize
 - tag team
 - report
 - provide training

questions?



takeaways
next steps



asking
matters

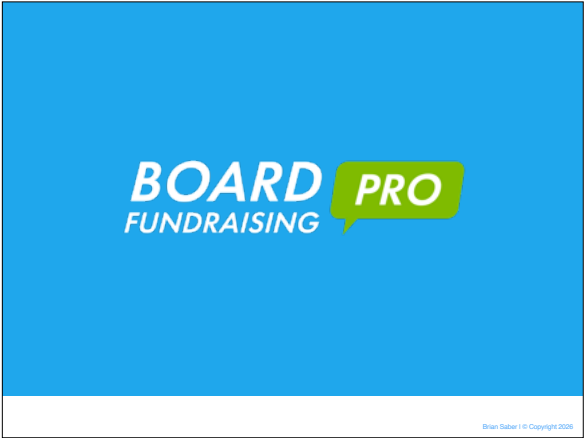
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asking
matters

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asking
matters™







benefits

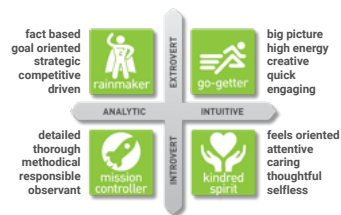
for board members

- ongoing tips, motivation and training
- the tools to do the work
- a sense of community with board members of other organizations

benefits

for staff

- taking the work off your plate
- providing an outside, seasoned voice to amplify your efforts
- expert help when you get stuck
- the tools to support the work



Weekly 15-Second Thoughts



BOARD
FUNDRAISING PRO

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Monthly: Bite-Sized Exercises

*An under-5 minute video
and three questions to ask
yourself or ask in a group*

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Monthly 30-Minute Webinars

How to Tell Your Story

*How to Approach
Family and Friends*

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Monthly Newsletters

BOARD
FUNDRAISING

PRO

Newsletter
February 2025

Dear Friend,

I'm excited to be leading my new webinar, "How to Tell Your Story as a Board Member" on March 4 and 5. It's free to you as a board member of your organization.

[Register here for FREE!](#)

Telling your story – making your case for support – can be challenging as a board member. You're not always in the organization like staff are. You're not talking about the organization day in and day out. You're probably overwhelmed with everything you do know about the organization and wondering how to filter through it, while at the same time thinking you don't know enough to answer questions that arise.

In this interactive webinar, you'll:



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Ask Us Questions Anytime!

Board Fundraising Pro Leaders
Private Unlisted
[Earn an Active Group badge](#)



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BOARD FUNDRAISING PRO

Welcome Visual Arts Center of New Jersey Board Members!

Here off to you for investing your time in becoming an effective ambassador and fundraiser for the Visual Arts Center of New Jersey.

We are here to help you focus your efforts on building strategic relationships that lead to a large base of committed, long-term donors.


It's not about telling up everyone you know for a gift, and it's not even about every board member asking for gifts. It's about everyone being involved in the process, putting their best foot forward with joyful communication and telling a compelling story about the work you so deeply believe in.



Get Started

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Get Started




I. Welcome Video
3 MINUTES
Just a brief hello from Brian


II. Setting the Stage

22 MINUTES + WORKSHEET

Fundraising training starts with understanding what it's all about and why we do it. Here we cover your mindset about both money and philanthropy, why cultivating and asking makes such an impact, and best practices for board member







BOARD FUNDRAISING PRO




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IV. Fundraise using Your Asking Style

Watch the video for your Style, completing the worksheet as you go along.


<p>Rainmakers</p> <div><p>BOARD FUNDRAISING PRO</p></div> <p>Download Worksheet</p>	<p>Go-Getters</p> <div><p>BOARD FUNDRAISING PRO</p></div> <p>Download Worksheet</p>
<p>Kindred Spirits</p> <div><p>BOARD FUNDRAISING PRO</p></div> <p>Download Worksheet</p>	<p>Mission Controllers</p> <div><p>BOARD FUNDRAISING PRO</p></div> <p>Download Worksheet</p>



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\$49/mo

- for everyone!
- no contract
- one-time set-up fee: \$99



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