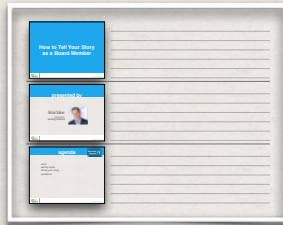


we'll start shortly

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



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# Successful Fundraising in 5 Steps

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presented by

**Brian Saber**  
president,  
asking matters



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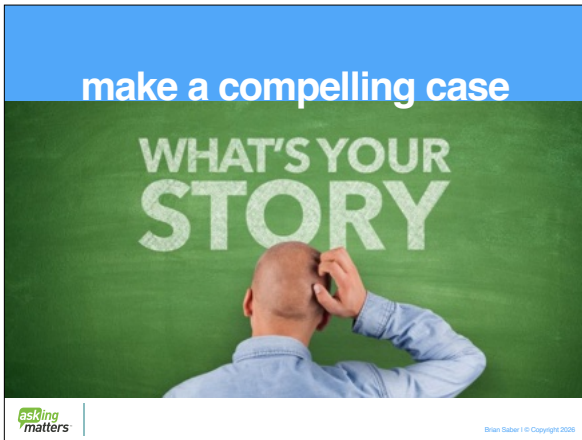
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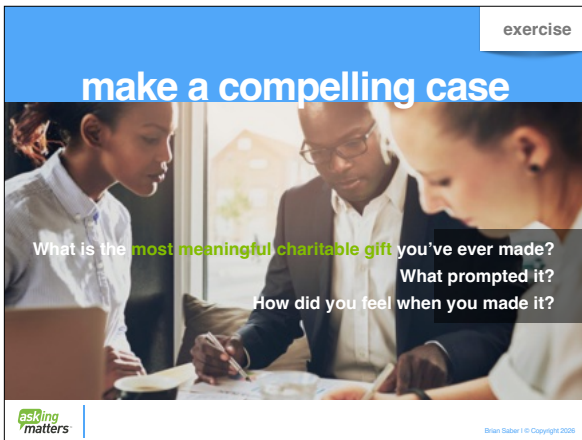
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make a compelling case



asking matters

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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 Dove, 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



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make a compelling case

**\$592.5 billion**

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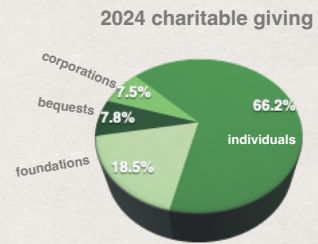
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## make a compelling case



Source: Giving USA

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## make a compelling case



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## make a compelling case



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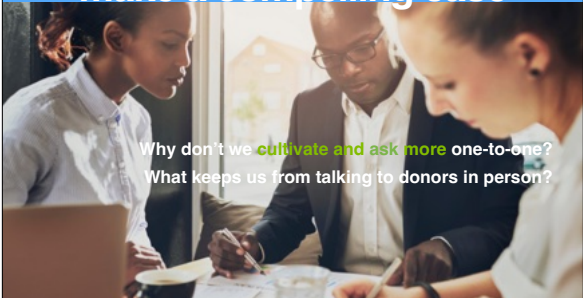
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exercise

## make a compelling case



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

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step 2:  
set clear expectations

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## set clear expectations

**give and get**  
to the best of your  
ability

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**set clear expectations**

**everyone must  
give**

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**set clear expectations**

**everyone must give a  
a personally significant gift**

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**set clear expectations**

**everyone must  
help cultivate relationships**

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## set clear expectations



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## set clear expectations

everyone must  
**ask for something**

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## set clear expectations

everyone must ask for  
**something**

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

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## set clear expectations

some (hopefully most) must  
**ask for gifts**

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## set clear expectations



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## set clear expectations

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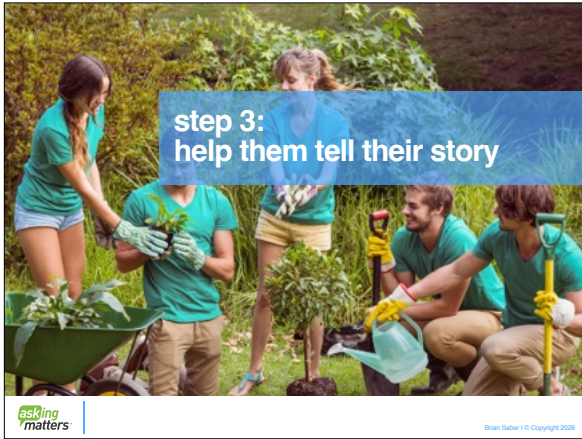
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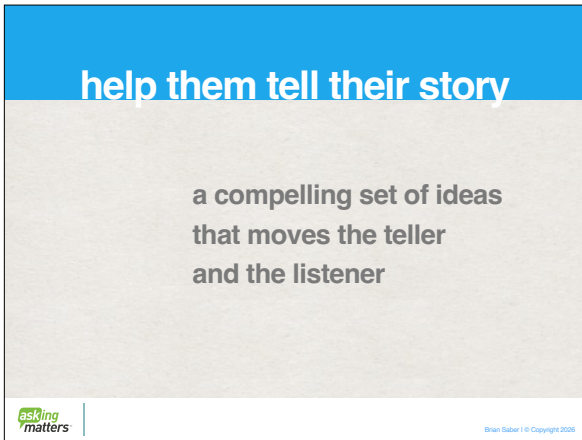
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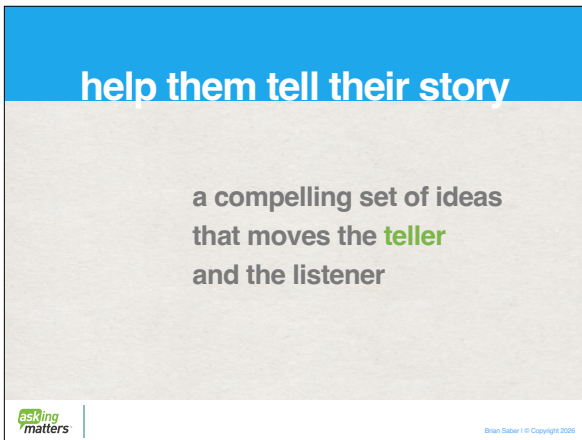
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## help them tell their story

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

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## help them tell their story



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## help them tell their story



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## help them tell their story



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## help them tell their story

vision & impact

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## help them tell their story



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## provide training

**The ABCs**  
ability - belief - contact

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## provide training

### relationship networks

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

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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**

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## provide training



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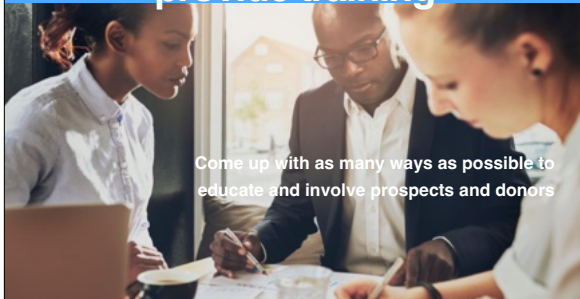
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exercise

## provide training



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

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## 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.

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## 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!**

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## provide training



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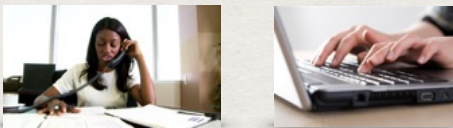
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## provide training



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provide training

an intentional conversation

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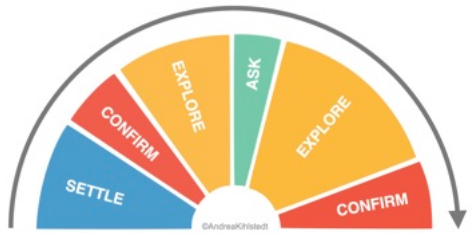
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provide training



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step 5:  
support their work



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**support their work**

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

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**support their work**

**support**

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

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**questions?**



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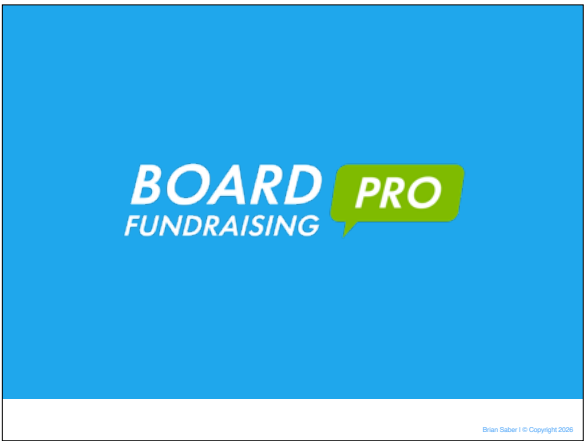
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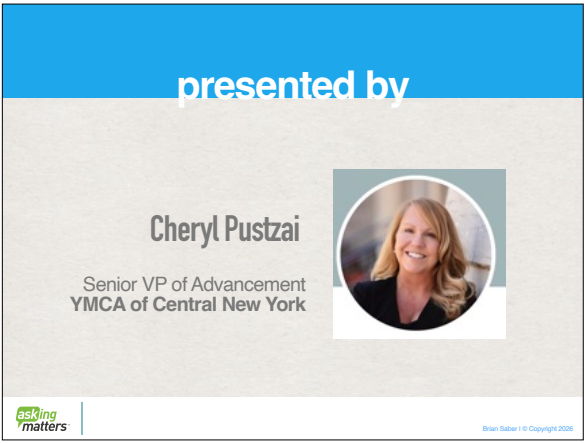
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**benefits**  
for board members

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

**BOARD FUNDRAISING PRO**

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**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

**BOARD FUNDRAISING PRO**

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## Intro Month

- Day 1: Welcome Video
- Day 8: Setting the Stage
- Day 15: Best Practices
- Day 22: Introducing the Asking Styles

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## Weekly 15-Second Thoughts



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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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exclusive to NAYDO

~~\$49/mo~~

\$39/mo

- for everyone!
- no contract
- one-time set-up fee: ~~\$39~~ \$50



SCAN ME

asking  
matters®