

THE ART OF CONVERSATIONAL FUNDRAISING

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What is your biggest obstacle to successful one-on-one gift solicitation?

Research shows:

- absence of a plan
- Fear of being told no
- Lack of experience
- No relationship with potential funder
- Time pressures
- What amount to ask for
- Who to ask

Definition of Success from two perspectives:

- From the Non-Profit Organization perspective: reaching your fundraising goal
- From the Donors perspective: making a well-informed decision

If we connect with the potential donor and they are fully informed of the goal and mission and are able to make a decision based on that information, then they have succeeded. Even if they chose not to donate, so long as that decision was based on being informed, it's still a success.

Conversational Fundraising

Utilizing ordinary, natural encounters to explore mission-centered, sustainable, relationship based on decisions

Mission-centered: it's about the mission, not about you.

Sustainable: be in it for the long run, not just for today.

Relationship: building, nurturing and sustaining that relationship

5 common roadblocks to conversational fundraising

- 1) Assuming/Guessing
Don't assume how much a donor will give, who will give it or under what circumstances they will give.
- 2) Failure to listen
Ask question and really listen to those answers and/or any concerns
- 3) Insincerity
- 4) Fear
Best solution to fear is to have a plan
- 5) Unpreparedness (versus confidence)

10 Steps to follow

Simple Proposal: asking a donor for permission to talk to them and draft a proposal that balances your needs and their ability to donate

(note: the draft written proposal are more important and necessary if you were asking for large gifts over a set period of time, i.e., donating \$1000 per quarter, or something along those lines)

- 1) getting acquainted
- 2) introducing the project & giving the opportunity for a potential donor to get involved with the project in the area they are most interested.
- 3) asking about giving
- 4) asking about purpose “What would you like to see your gift accomplish?”
- 5) asking about form: in which form would you like to give, i.e., cash, items, materials, etc.
- 6) asking about amount: ask for the amount that the donor feels is appropriate/donable
- 7) asking about timing: the more time a donor has to make a gift, generally the more generous that gift will be.
- 8) asking about name: asking a donor how they would like to name their gift
- 9) asking about deciding: who else is involved in decision making
- 10) asking for the gift: this is where you can submit the written draft proposal based on all the answers you received to the above questions.