

Teach Board Members to Open doors to Major Gifts (without being pushy)

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Hello Board Members! Your main job is OUTREACH.

Exercise: have Bd. Members pair off. Tell each other WHY you care about SF's mission. Then switch partners about 3 x.

This passion you express is more powerful than asking for money.

You need to have something thoughtful and powerful to say about SF - then SHARE IT!!

SNEEZE on everyone about SF!

Energy states are contagious- you have to be up and enthusiastic. You have to be liked to raise \$\$\$. And know when to shut up!

KEY #1 To engaging a donor:

Ask potential donor, "What are your impressions about this situation (whatever, at shelter, SF goals, etc.).

Let THEM talk.

KEY #2 - know when to shut up!

It is the kiss of death to talk more than 50% with a donor. Listen to them. Your goal is to pull the donor out.

--ADVICE VISITS - a great way to do this. Can I run this idea by you.

For major gifts, the relationship is more important than the ask.

DATA: what is SF raising the \$\$\$ for? WHERE does the money go? We need to know this, to engage donors.

Don't make fundraising about raising \$\$\$. Make it about helping animals.

What you want is diehard FRIENDS for your cause -- you have to make friends with people.

Check out: 61-page PDF Workbook at :
Firedupfundraising.com/resources-summit