



fundraise as a rainmaker

what you get

pdf of slides

ongoing access to this video and an MP3

handouts:

how to support each Asking Style

brian's top ten ways to ensure you get a meeting

responding to resistance to meeting


conversation questions

segue to the ask


an intentional conversation outline

worksheet

Fundraise as a Rainmaker




asking styles



1. My secondary Asking Style: Go-Getter
 Mission Controller

2. My more dominant trait: Extroversion
 Analytic Thinking


3. At my organization I am driven by/to:



4. My top four prospects and their Asking Styles are:

| Prospect Name | Asking Style |
|---------------|--------------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |
| 4. _____ | 4. _____ |

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what you'll learn today

Rainmaker strengths

How to use your Asking Style to:

select prospects

cultivate donors

prepare for meetings

set up meetings

conduct meetings and ask

follow through



asking styles review

asking styles

how do you interact with people?

extrovert =

derive energy
from others

talk to think

introvert =

derive energy
from oneself

think to talk

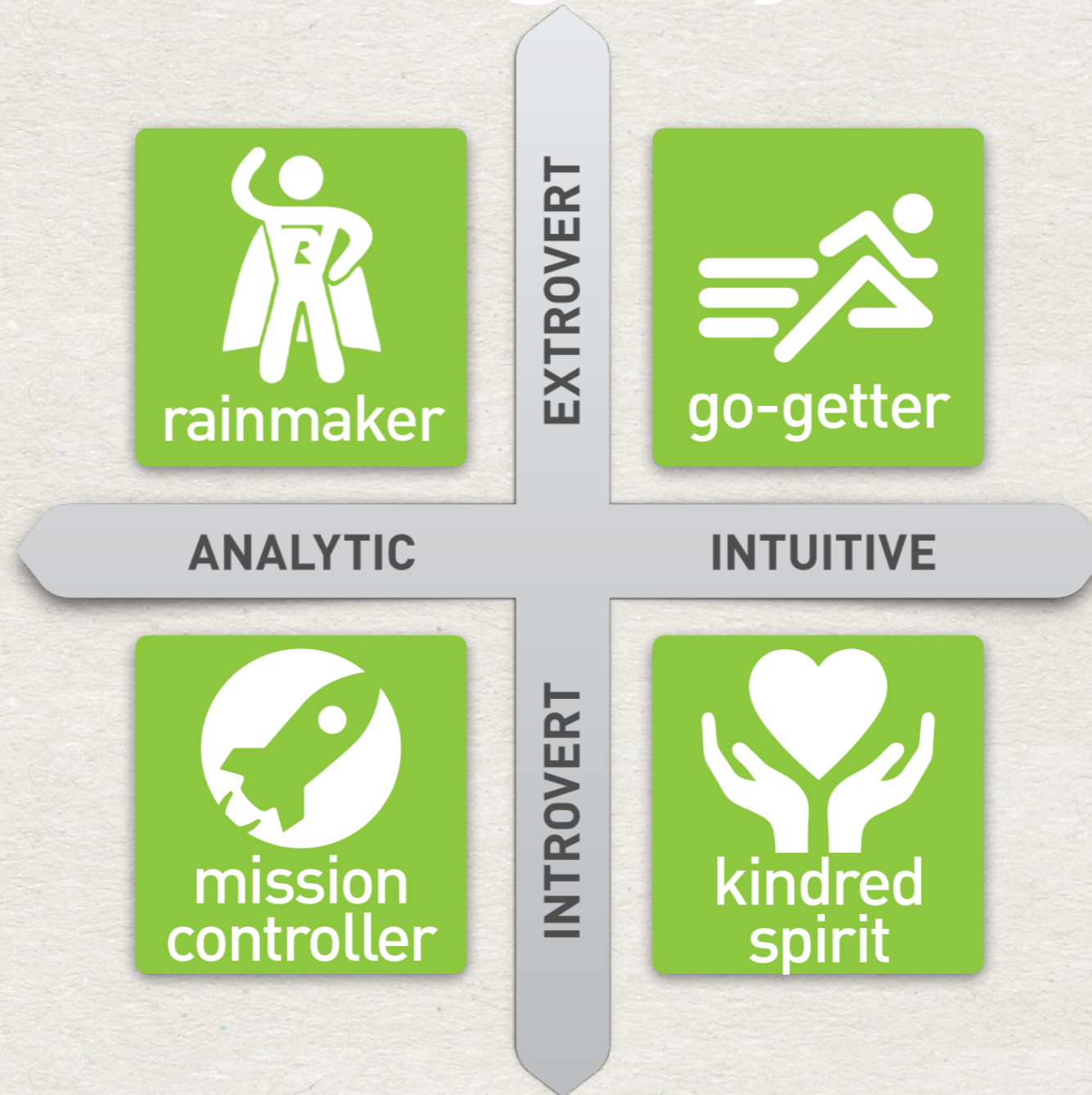
asking styles

how do you take in information?

analytic =
inductive
fact-oriented
—————
data to idea

intuitive =
deductive
idea-oriented
—————
idea to data

asking styles





rainmaker strengths

rainmaker strengths

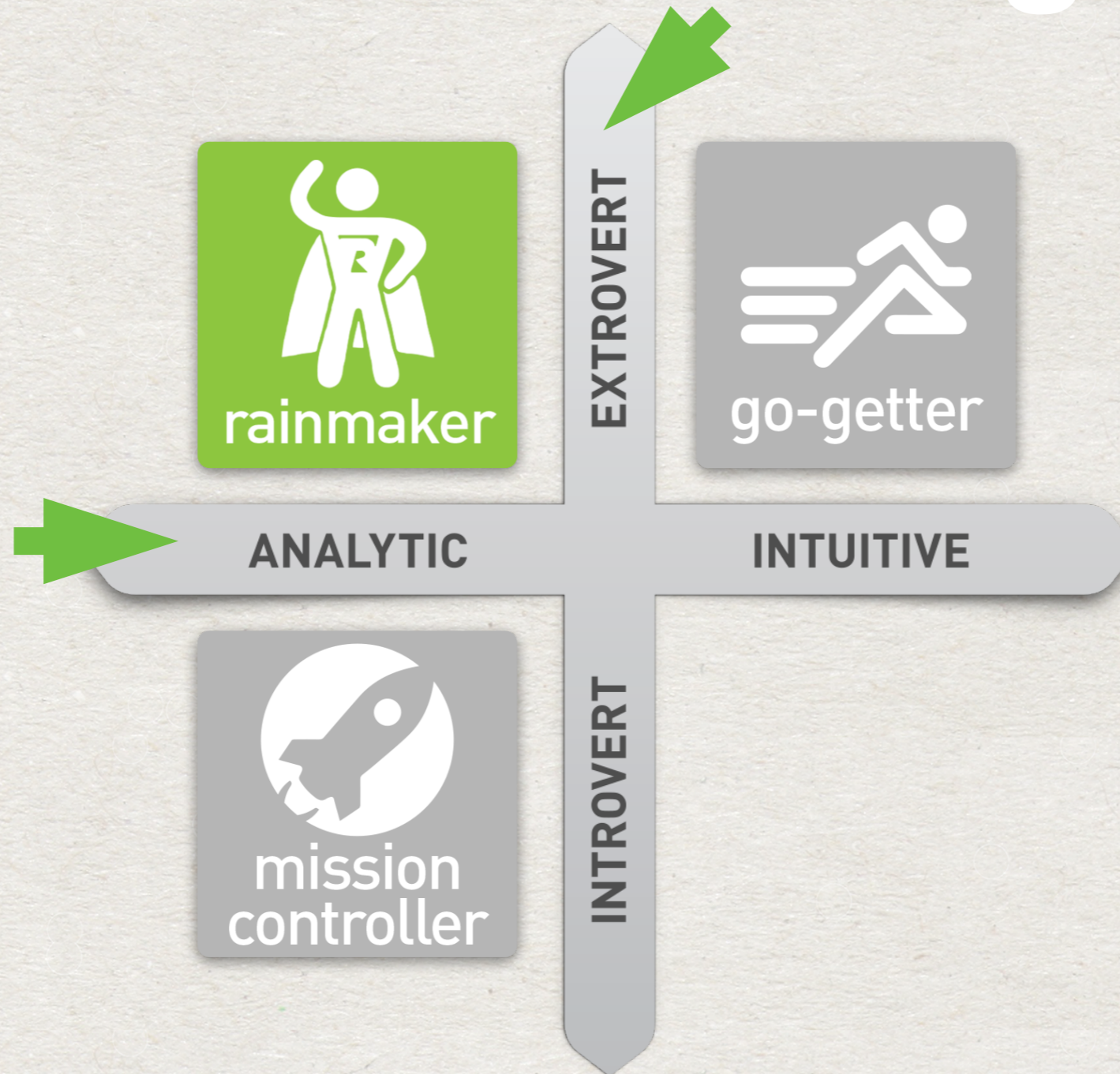


fact-based
goal-oriented
strategic
competitive
driven

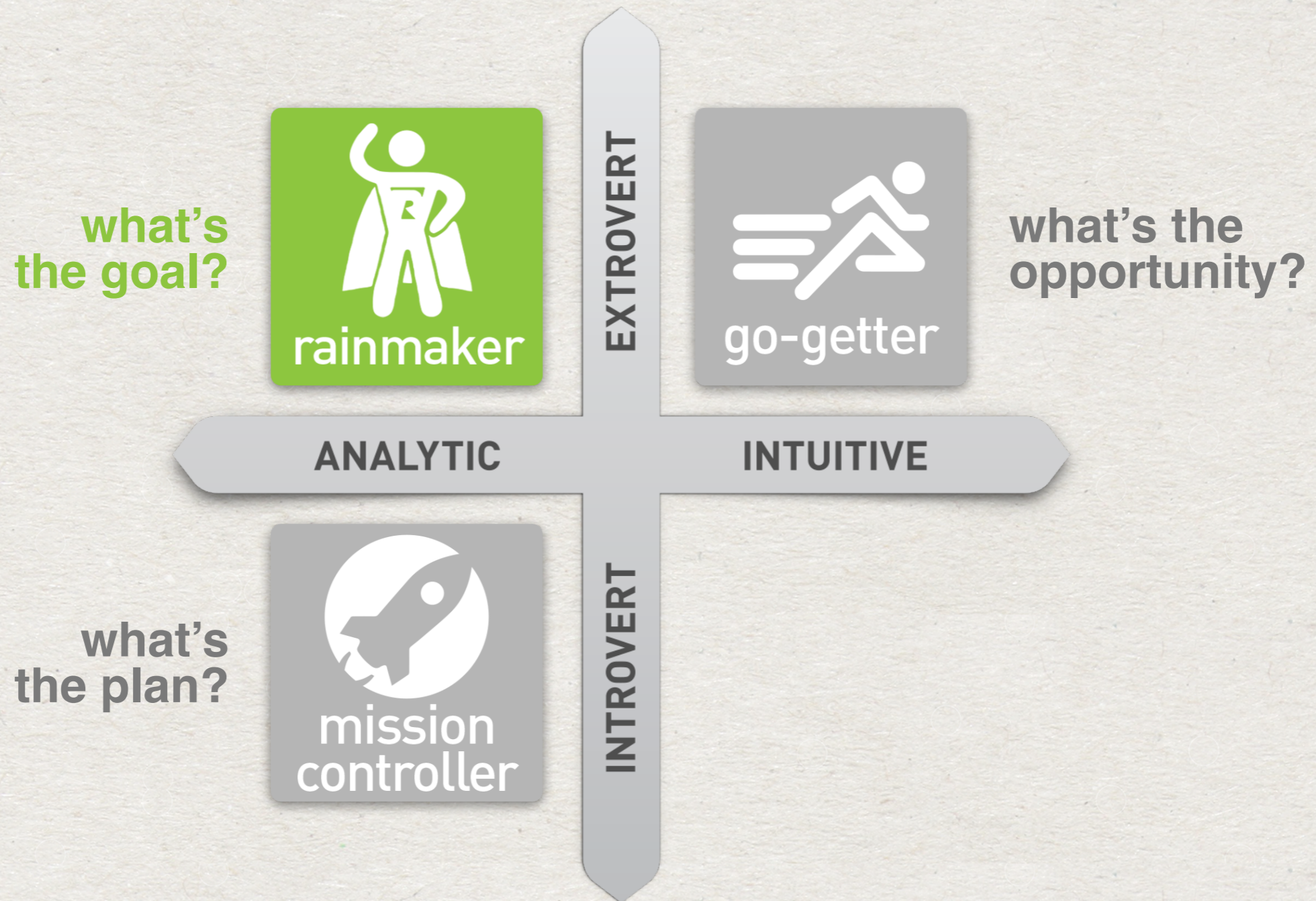
rainmaker strengths



rainmaker strengths



rainmaker strengths





**select
prospects**

using your asking style

the **ABCs** of qualifying prospects

Ability

Belief

Contact

Kim Klein, Grassroots Fundraising

using your asking style

current donors

recent lapsed donors

volunteers

program participants

**community
organizations/
businesses**

**your friends, family, and
associates**

using your asking style

top dollar
business
contacts
new prospects



EXTROVERT



friends
acquaintances
new prospects

ANALYTIC

INTUITIVE

family foundations
friends
should-be-seen's



INTROVERT

using your asking style

top dollar
business
contacts
new prospects
other
analytics



rainmaker

EXTROVERT



go-getter

friends
acquaintances
new prospects
other intuitives

ANALYTIC

INTUITIVE

family foundations
friends
should-be-seen's
other analytics



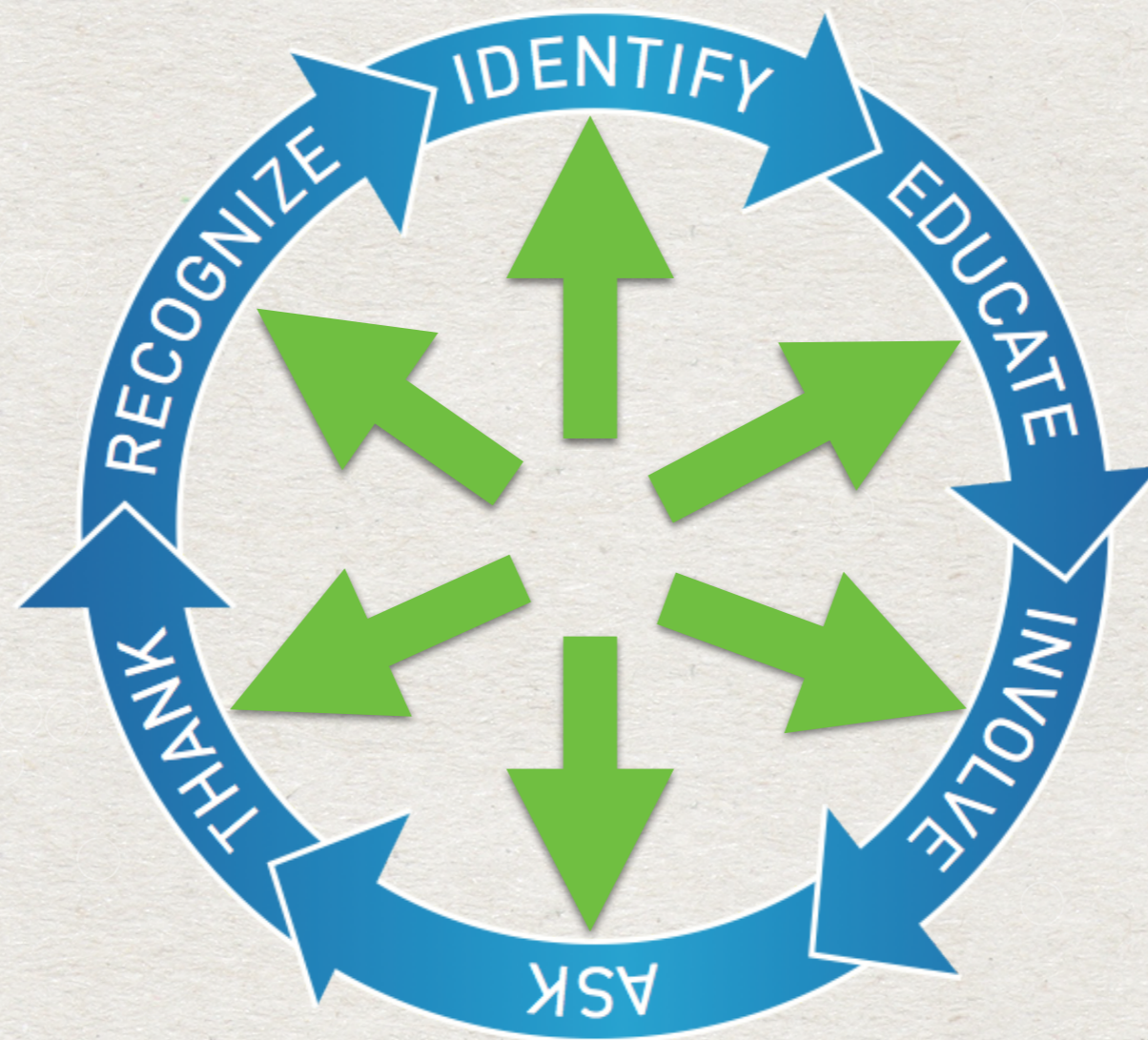
mission
controller

INTROVERT



**cultivate
donors**

the donor cycle



the donor cycle

6

the donor cycle

| | |
|------------------|---|
| September | meet for coffee (virtually?) |
| November | ask for advice (phone/email?) |
| January | send customized organization update |
| March | solicit one-to-one/invite to donor event |
| May | reach out individually to thank |
| July | ask to attend program |

using your asking style

sharing outcomes
measurements



EXTROVERT



sharing your
enthusiasm

ANALYTIC

INTUITIVE

sending detailed
information



INTROVERT

using your asking style

enjoy the challenge
tire of the process



EXTROVERT



love meeting
people
can lose focus

ANALYTIC

INTUITIVE

keep to the plan
can be too
methodical



INTROVERT

A close-up, over-the-shoulder view of a woman with blonde hair and black-rimmed glasses. She is looking at a laptop screen which displays a document with text. Her hands are visible at the bottom, typing on the keyboard. The background is softly blurred, showing a wooden desk and a window with light coming through.

prepare for meetings

using your asking style

prospect research

giving history

wealth indicators

biographical
information

social connections

philanthropic
history

using your asking style

extensive research
detailed giving
full bio data



EXTROVERT



minimal research
summary giving
general bio data

ANALYTIC

INTUITIVE

extensive
research
detailed giving
full bio data



INTROVERT

using your asking style

WHAT'S YOUR STORY



using your asking style

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

using your asking style

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

using your asking style

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

using your asking style



using your asking style

facts & figures
outcomes & goals
strategies
goal stories



EXTROVERT
INTROVERT



big picture
vision
possibilities
opportunity stories

ANALYTIC INTUITIVE

methods
systems
plans
plan stories



using your asking style

Rainmaker Fundraiser

“I’m so excited by our work with seniors at Allenville Senior Center. **Our goal has been to decrease isolation and increase nutritional intake among seniors** in our community so they have a better quality of life in their later years. By providing breakfast and lunch to seniors five days a week, we are impacting their lives in just a few weeks. **Within a month of joining our Center, 75% of seniors self-report significant decreases in their feelings of isolation,** and our registered nurse reports an almost complete elimination of the insidious weight loss these seniors often face when they’re responsible for their own meals. One of our clients, Lucinda, self-reported that in the month she’s been with us she has had significant decreases in her feelings of isolation, and she hasn’t lost a single pound!”

using your asking style



challenge

what about the donor who wants **personal stories**?

using your asking style

partnering

staff & volunteer

program and fundraising staff

two fundraising staff

two volunteers

using your asking style



using your asking style



using your asking style

practice

one-on-one discussions

group exercises

role plays

writing out questions

creating a script

strategizing

using your asking style

role plays
strategy sessions

hone one's craft



EXTROVERT



role plays
talking with others

it's enjoyable

ANALYTIC

INTUITIVE

structured
practice
script

be uber-prepared



INTROVERT

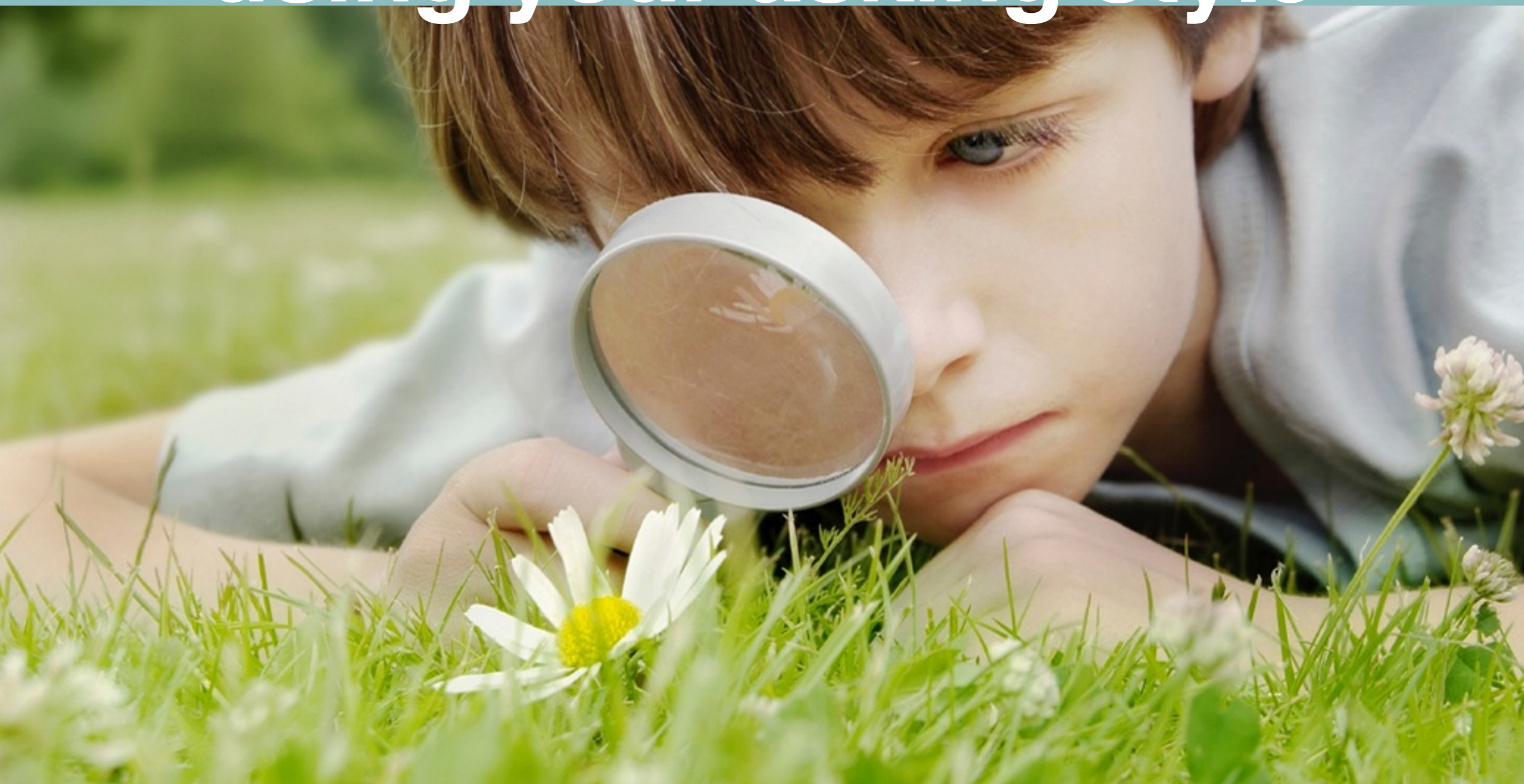
using your asking style





setting up meetings

using your asking style



using your asking style

be focused and strong

it's not about you – you are the messenger

remember why you love your cause

you're not begging

it's not about the money – it's about the relationship

there's no such thing as a perfect ask

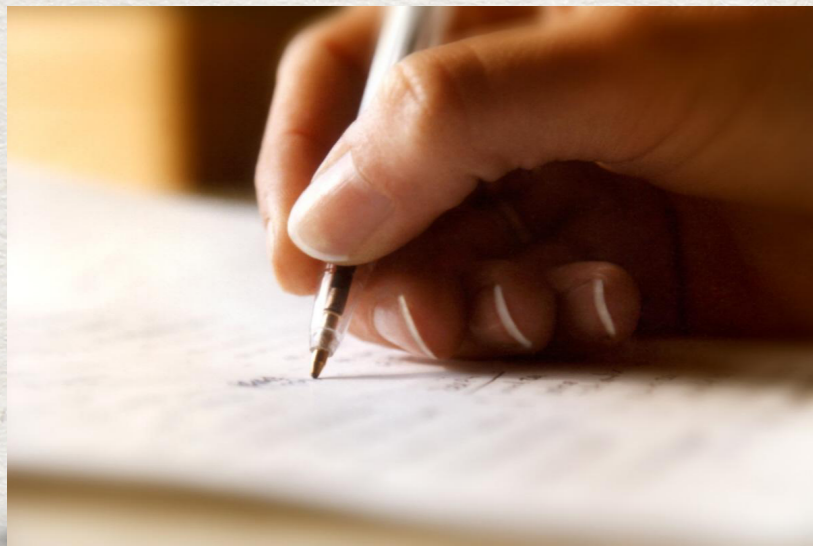
you'll never have all the information

your donor is anxious, just as you might be

don't ask, don't get

using your asking style

communication



using your asking style



using your asking style

I'd like to pick your brain.

I'd like to get to know you better.

I'd like to get you involved.

using your asking style

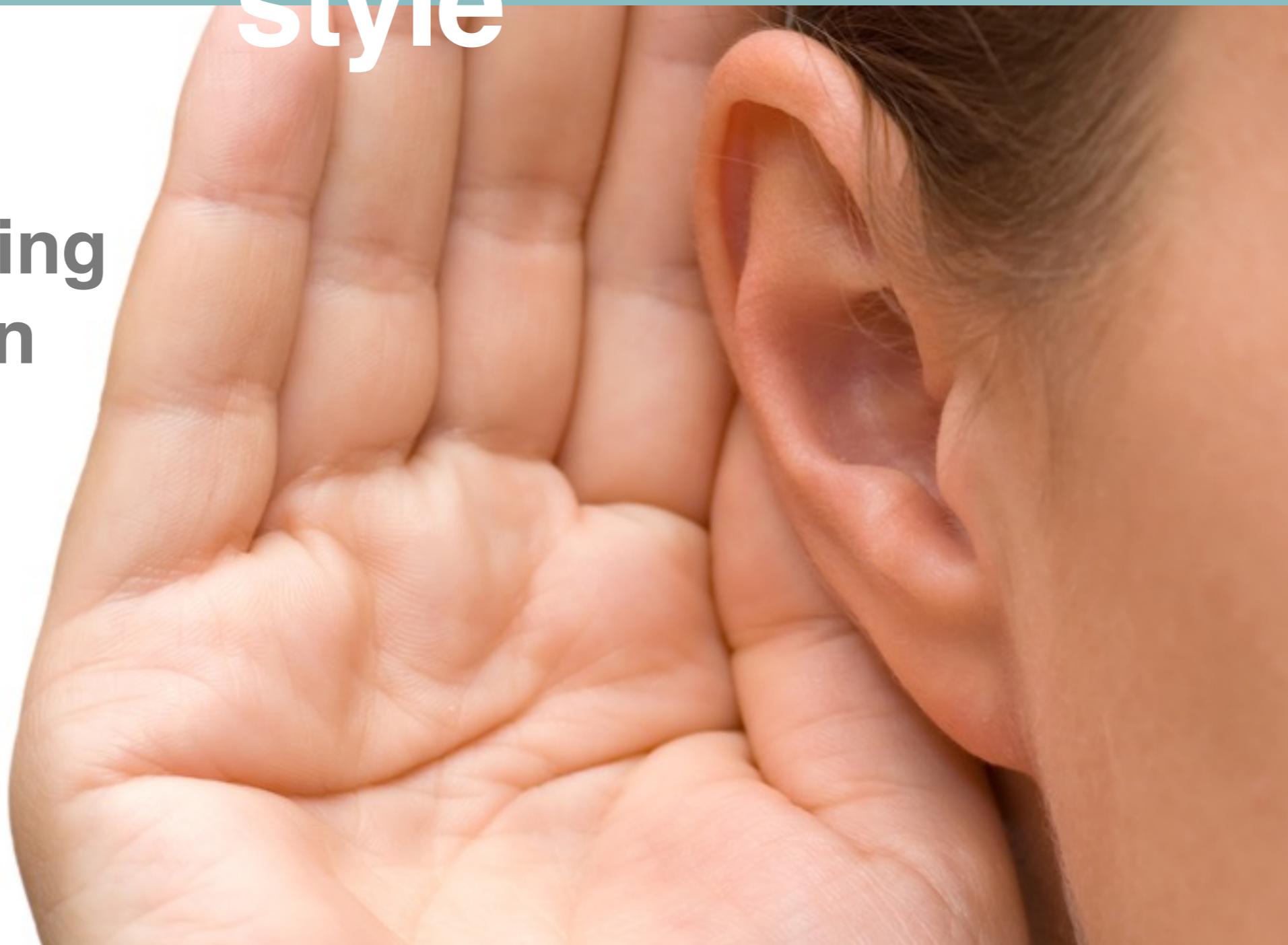
I'd like to ask you to meet with me to talk
about whether you'd consider making a gift
to Allenville Senior Center.

using your asking style



using your asking style

**no to a meeting
doesn't mean
no to a gift.
be sure
to clarify.**



bonus material

Brian's Top Ten: Ways to Ensure You Get a Meeting

1. Make it Sound Important – Impress upon the donor the impact the organization is trying to have and how important the donor's support would be in helping make that impact.
2. Make it as Convenient as Possible – A cup of coffee in someone's living room. A meeting at the donor's office. Just before work or after work, or during a lunch break.
3. Make Sure the Donor Believes it's Convenient for You – "I'm going to be in your neighborhood anyway." "I have a meeting not far from your office on a particular day."
4. Start the Process Far In Advance – By starting long before you need to have the meeting, you give the donor the most flexibility in finding a date that works. The further out you set the date, the harder it is for someone to say he or she is busy.
5. Do Not Make the Ask in Your Set-Up Correspondence – That negates the need for a meeting and you lose the opportunity to explore and maybe increase that figure.
6. Propose Non-Fundraising Topics – It's fine to expand the agenda to include other topics as long as the focus is on the ask. The broader discussion will hold more appeal for some.
7. Mention Peers, Other Donors, Friends – Drop the names of anyone who would hold sway over the donor and is likely to know whether the meeting happens or not.
8. Be Incredibly Gracious at All Times – There is nothing to be gained otherwise, no matter how belligerent or otherwise difficult the donor is.
9. Do Not Be Apologetic – Ask for the meeting with confidence and authority.
10. Be Passionate!

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asking
matters

Responding to Resistance to Meeting

Note: When trying to set up a meeting to ask for a gift you should always be clear that this is your intention. Yes, some people will decline to meet knowing that's what you want to meet about, but that's okay. You want to meet with people who willingly want to talk with you about their giving. There's nothing to be gained by meeting under false pretenses and it doesn't do the relationship any good.

"No need – I plan to give"

Thank you so much. We appreciate that. It's important to us to know our donors better and to hear from them. I'd like to talk to you about what we're trying to accomplish this year (with this project) and ask you to consider increased support. May we try to find a time that is convenient for you?

"I gave already."

Thank you so much. Your gift and my reaching out to you must have crossed. I'd still love to meet with you to update you on our programs and to get to know you better. May we try to find a time that works for you?

"I've already made up my mind."

Thank you so much for caring enough to already have a gift in mind. I'd still love to meet with you to update you on our programs and to get to know you better. May we try to find a time that works for you?

"I'm busy this week"

No worries. I'm scheduling meetings over the next couple of weeks and I'm sure we can find a time that's convenient for you. Can we look at our calendars for next week and the following week?

"This is a busy time of year."

I recognize the holidays are always a mad crush. As you generally give at this time of year I'd love to find even 20 minutes when we can meet before the end of December. Do you have a small window that might work?

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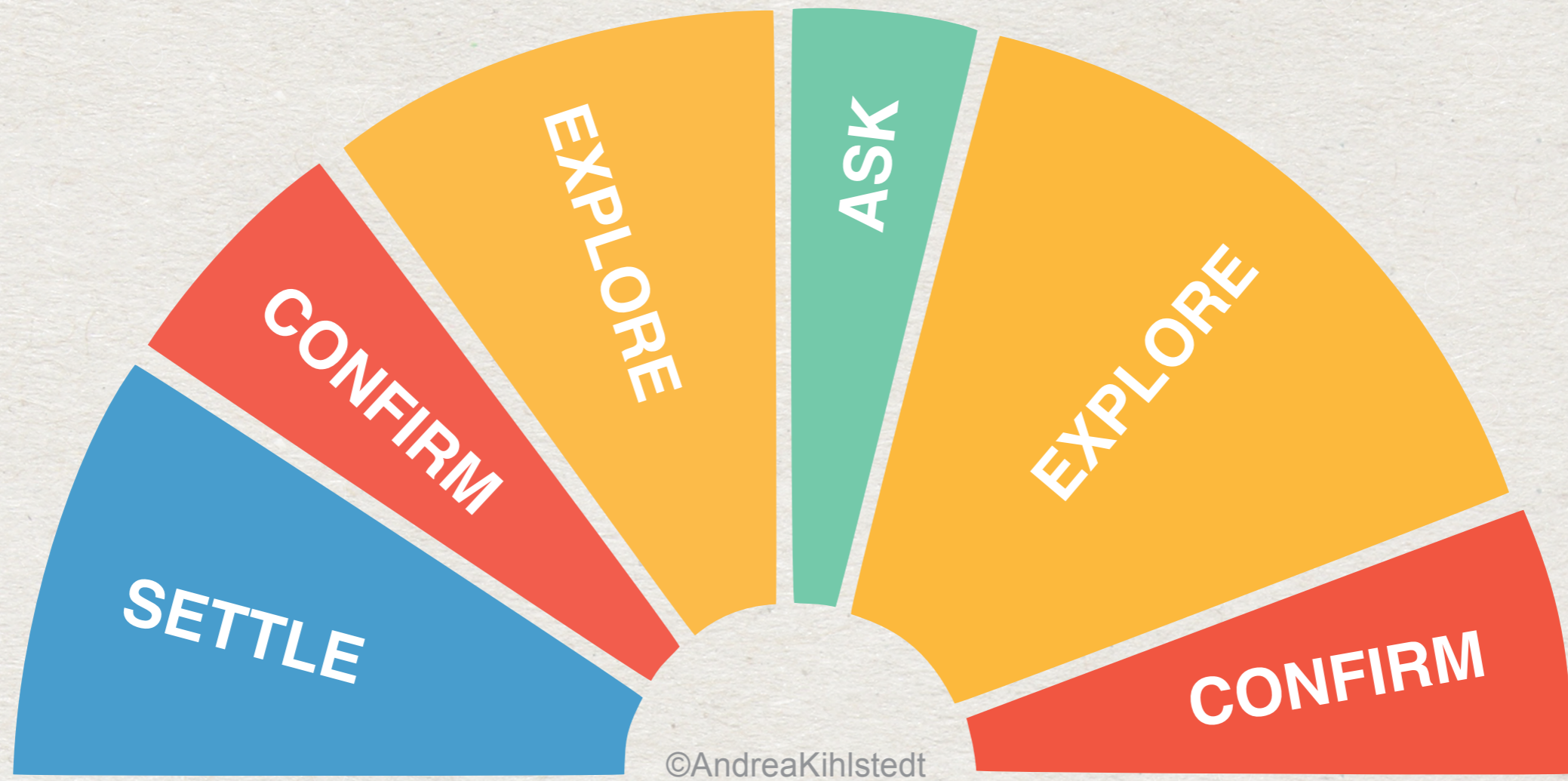
A photograph of three people sitting around a wooden table in a bright, modern setting. A man in an orange shirt and a woman in a yellow shirt are shaking hands across the table. A third person, wearing a light blue shirt, is partially visible on the right side of the frame. The table has several documents, a smartphone, and a pen on it. In the background, there are white shelves with decorative items and a vase of flowers.

conducting meetings

using your asking style

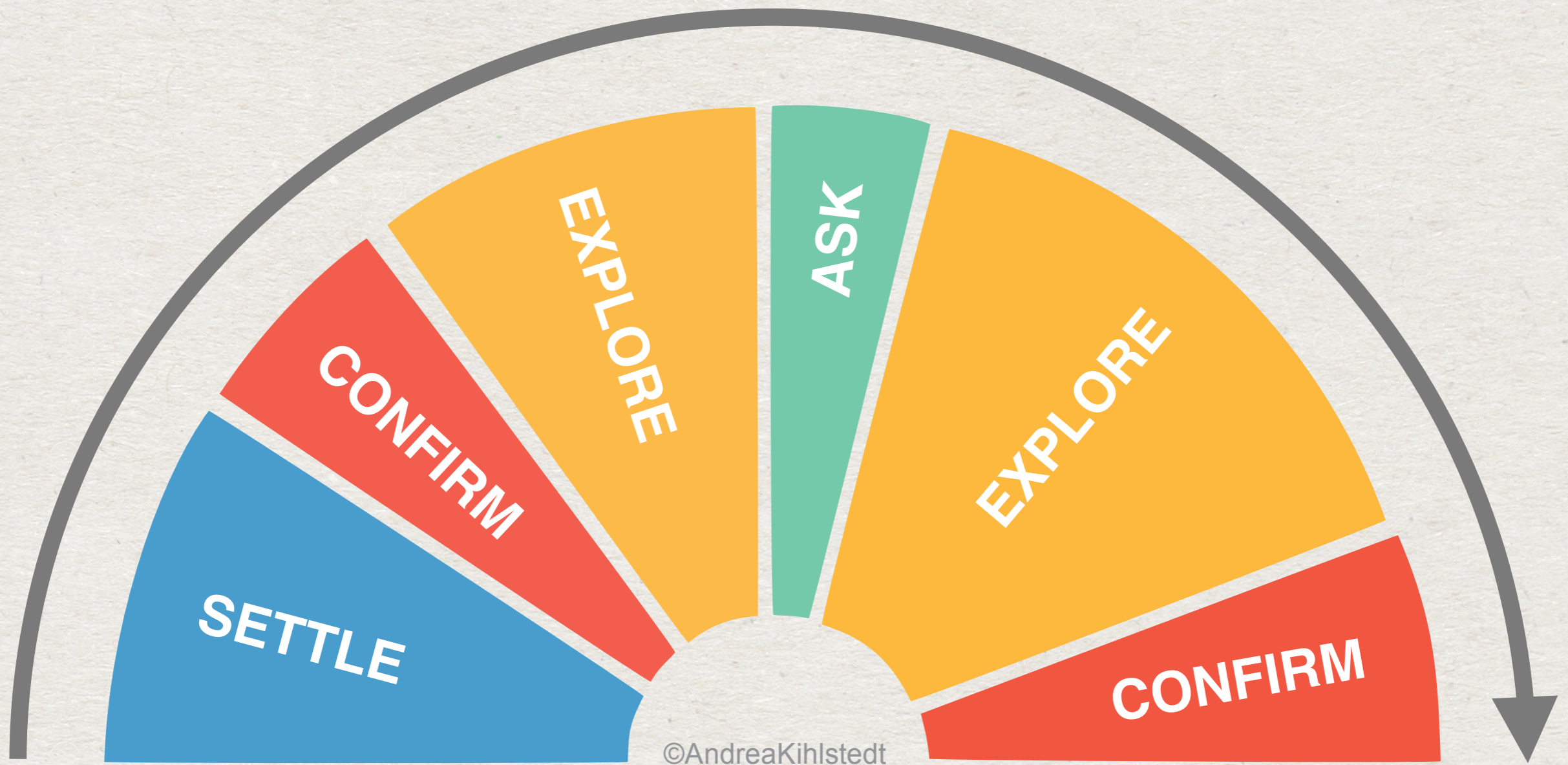
an **intentional** conversation

using your asking style



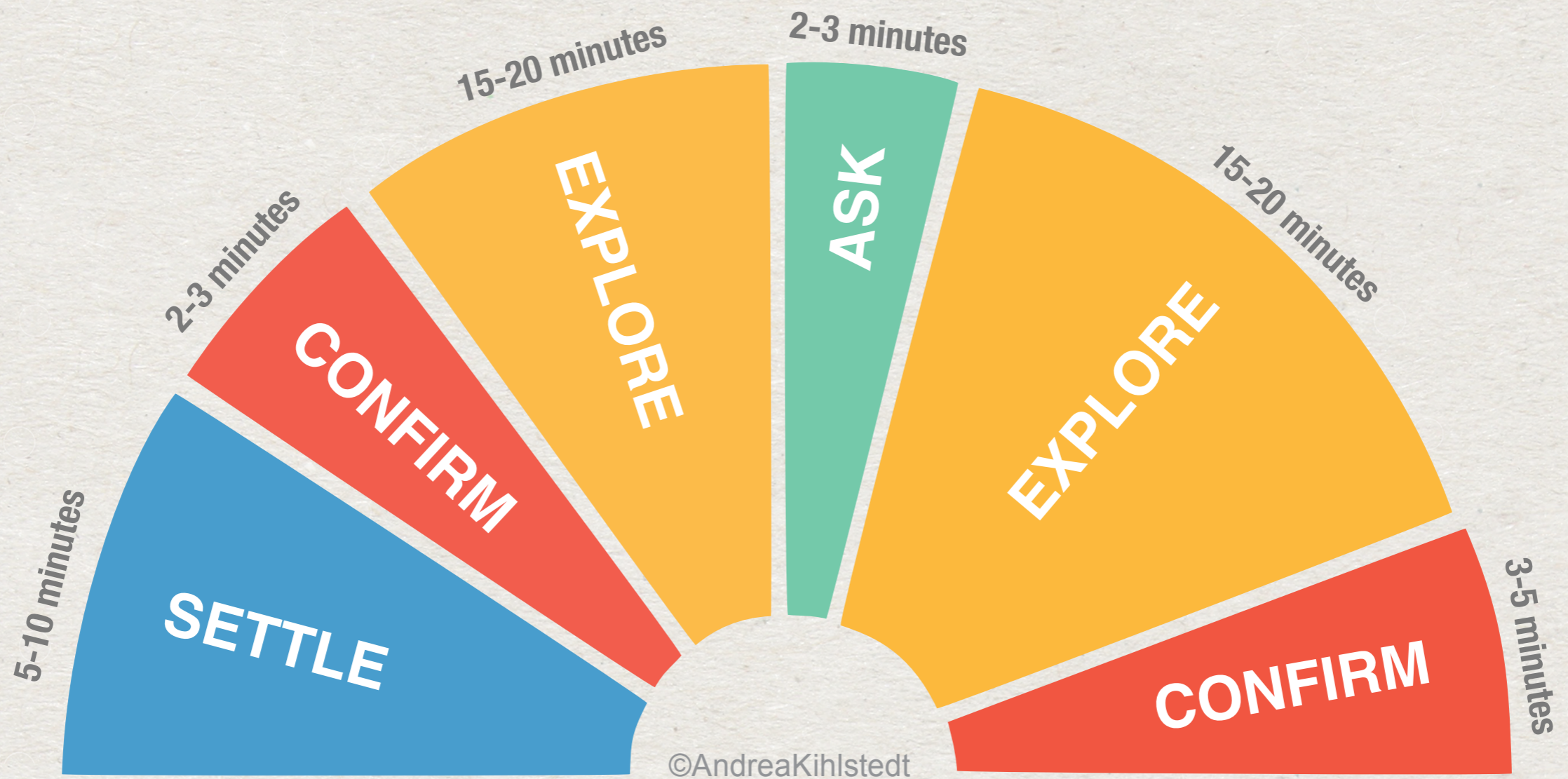
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using your asking style



©AndreaKihlstedt

using your asking style



conducting meetings

Would you consider...

...joining our finance committee

...introducing us to Mary

...visiting us to learn more and take a tour

using your asking style

would you consider a gift of

\$ _____ for our _____ ?

using your asking style

50%

using your asking style



strengths

fact-based

goal-oriented

strategic

competitive

driven

using your asking style



strengths

easy to open up the conversation

keep the meeting moving along

not afraid to ask

a good closer

using your asking style



challenges

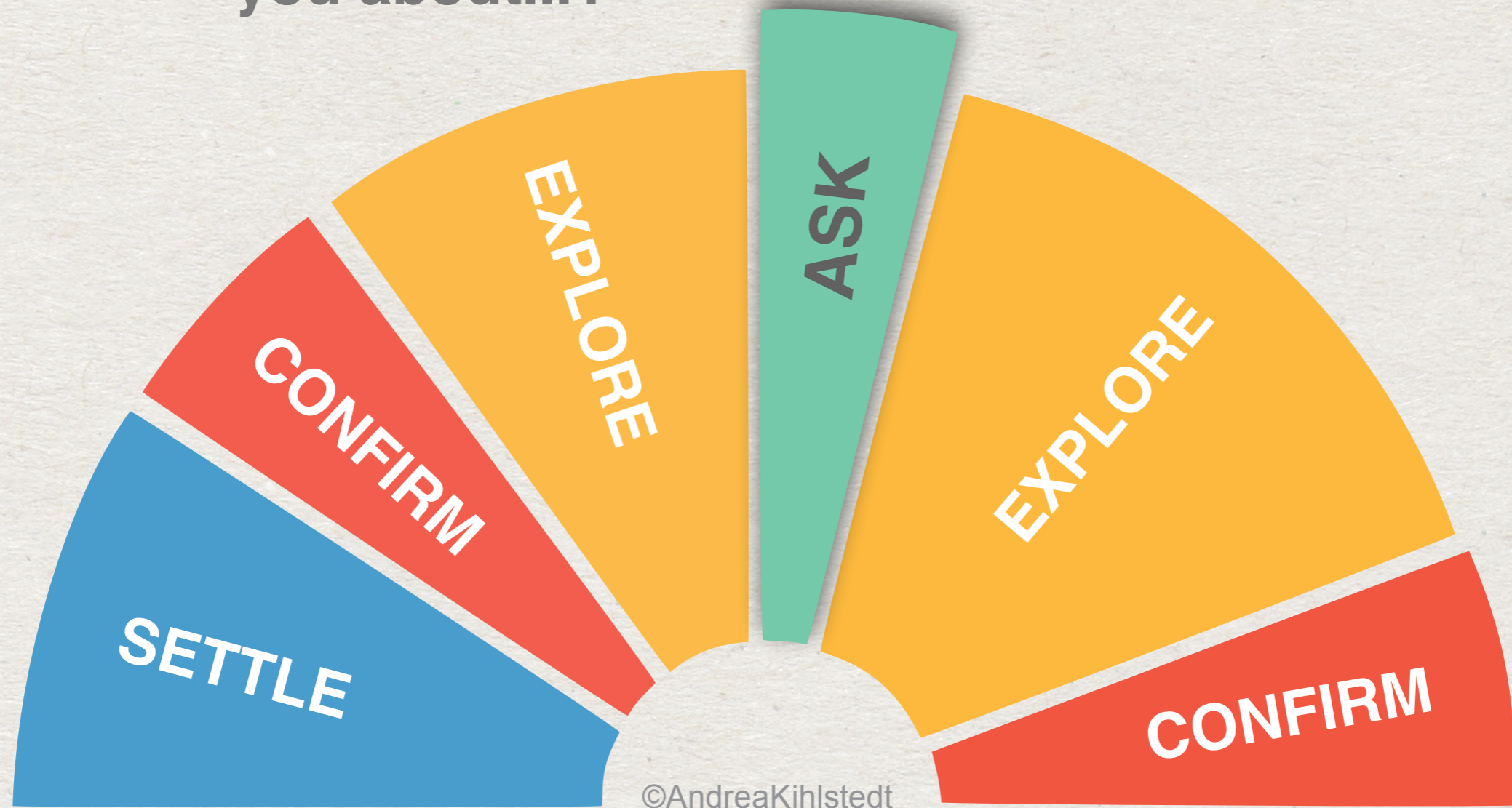
tendency to talk too much

not big on process

can be too quick to close

using your asking style

may I tell
you about...?



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using your asking style



using your asking style

“May I tell you about our goal for the year? This year we want to enroll 20% more pre-kindergarten children in our early childhood center by hiring two additional teachers and repurposing some program space to use as a classroom for 3 and 4 year olds.

The statistics show that students who get an early childhood education are 45% more likely to graduate from high school and to be self-sustaining by the time they are 23 years old. This has a lifelong impact for them, their families, and all of society.”

using your asking style

would you consider a gift of

\$ _____ for our _____ ?

using your asking style



using your asking style

challenging
want to use all the
convincing facts



EXTROVERT



hardest
tendency to go on
won't like the silence

ANALYTIC

INTUITIVE

easiest
glad to sit back
and observe



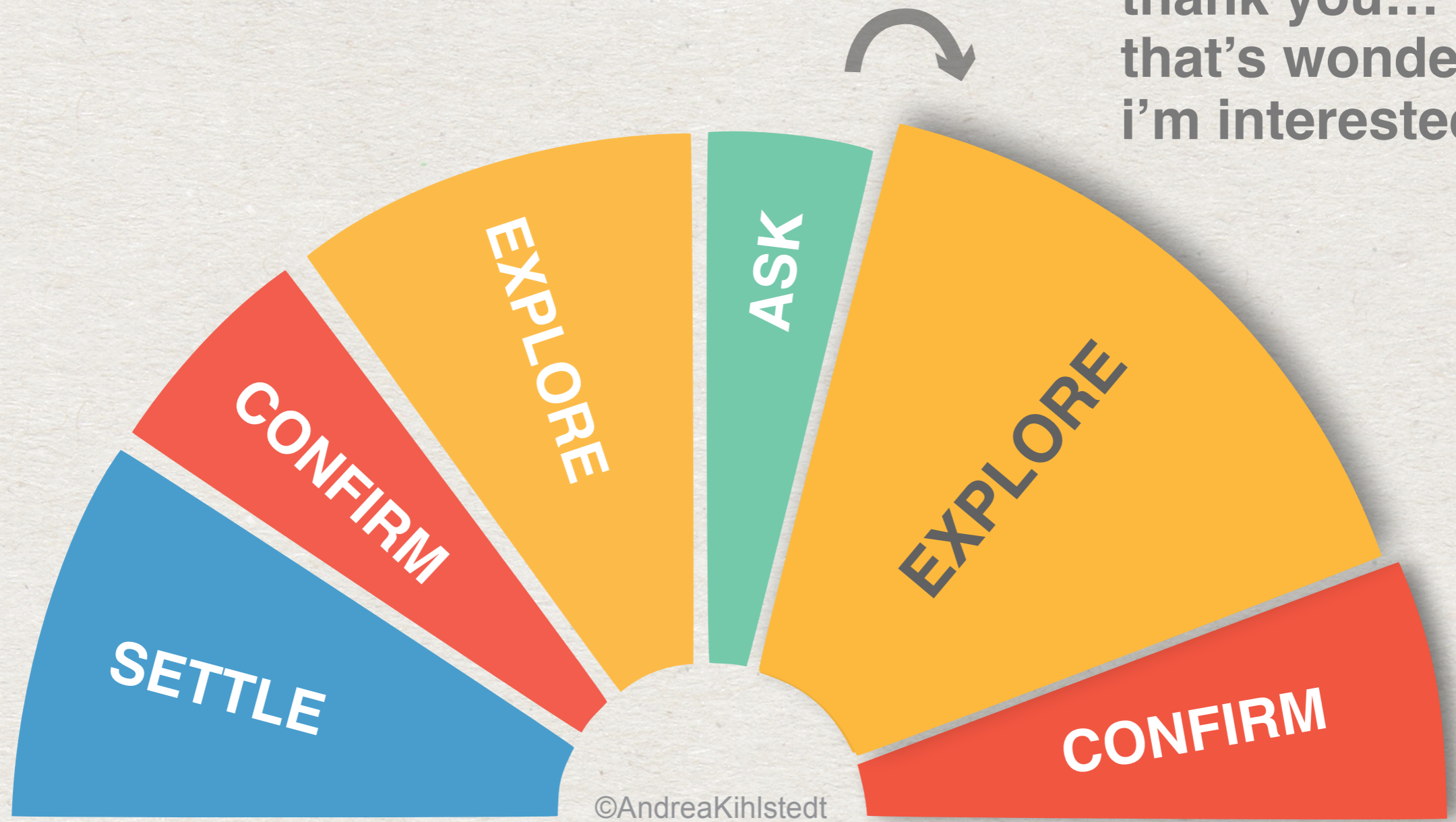
INTROVERT

using your asking style



using your asking style

thank you...
that's wonderful...
i'm interested...



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using your asking style




strength

ask strategic questions that help donor focus

challenge

not big on process and will be antsy to finish up

bonus material



Conversation Questions for Cultivation and Asking Meetings

General Questions

Conversations flow more easily when you find common ground—shared values, overlapping relationships, or mutual interests. Most people will enjoy telling you about themselves, and in those general discussions of families, work, leisure activities, travel, and volunteer work, you will establish a foundation of common interests that will support your more specific discussion of their gift.

These questions often come at the top of a meeting, when you're "settling" into the conversation and getting on the same page.


Use questions that begin with what or how. These questions are open-ended, more engaging, and less threatening than who or why questions. Simple questions like these often work well to get the conversation started.

- How is your family?
- What are you focused on at work?
- How was your weekend?
- How are the kids doing at school?
- How did you enjoy your volunteer work last week?
- What do you think about the...(elections, sports game, local issue)?

If the Prospect has a Relationship to the Organization

Many of the people you speak with will already know the organization. Questions that explore the reasons for their interest in it will help you make a connection between their lives and the organization.

- How did you first get involved with XYZ Day Care Center?
- What motivates you to give to the XYZ Day Care Center?
- What resonates most for you about the work of XYZ Day Care Center?
- What are you hoping XYZ can accomplish in the coming years?
- What programs would you like to know more about?
- When you think about gifts you've made in the past, do you have a vision of how those gifts may have been used?

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follow through

using your asking style

follow through

immediate acknowledgment

write up meeting notes

send a formal note of thanks

figure out a next step



using your asking style

tie down details
report progress
further strategy
quick to move on
to next "sale"



EXTROVERT



big gesture
personal thanks
ongoing engagement
rush through
without enough
thought

ANALYTIC

INTUITIVE

detailed written
confirmation
precise follow up
solid reporting
can be too
methodical



INTROVERT

using your asking style



make a note to check in twice a year with donor

cultivation strategy for the year for that donor

identify another team member to keep up with the donor

takeaways

you have many great qualities

your confidence will take you far

you'll focus on your organization's goals...and your own...
to tell your story and move the donor

make sure to leave room for donors to talk...and stay in the
moment



next steps

go back and fill in your answers more fully

review the bonus materials

have a discussion with someone in your organization

join our Don't Ask, Don't Get Facebook Group

reach out to me at brian@askingmatters.com with any questions!



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matters™