

## Module 4:1

### Welcome and Overview

• • • • Welcome everybody to module number four, where we are going to begin talking about fundraising. In this module, we're going to be discussing fundraising largely from individuals. And in the next module, we'll talk more about grant writing.

### Starting Your Mission Without Money

• I'm going to start off by saying that you don't need money to start your mission. And this is crucial. You don't need to receive a thousand dollar or \$10,000 or a hundred thousand dollar check in order to begin creating change in the world. Many parts of your nonprofit you can do already now for free. Shopping for seniors, I could already go and help a senior. I could already tell someone else to volunteer, right? There's a lot of things you can do for free. I can start marketing it online on social media for free. I can speak about it and tell people about it for free.

Even if you only have an hour or two a week, there's a lot you can already be doing now. So there's every reason to start today and not push it off.

### The Importance of Fundraising

• With all of that, no money, no mission. I believe I've said it before. No money, no mission. You can always do good things for sure. But if you're really creating at scale, right, at scale means a few hours a week for you or at scale means a full-time job for you or a part-time job for you, at scale means having other people on board, at scale means reaching dozens or hundreds of people or thousands of people. If you really want to do this in a significant way, you need to fundraise. Right. So let's talk about that.

### Reasons for Fundraising

• • So there's going to be two reasons really why you need to fundraise. Number one is like we just said scalability, right? There's a lot of costs that come with taking your idea and taking the mission that you're creating to the next level. And number two is paying staff. And this is where I want to remind you, you have lots of staff that you might need to pay. If it's part-time staff or freelance staff, if it's gifts for volunteers, there are other people you have to pay.

## Paying Yourself

📌 Do not forget that you are the most important part of your organization. If you weren't creating this organization and fundraising for this organization, executing programs, none of this would have happened. And a lot of times I've found in nonprofit. People forget about themselves and they're very quick to pay everyone else, which is great. Don't get me wrong, but don't forget about paying yourself in a lot of ways you are the most important part of this organization. And so make sure that you are fundraising so that if you're starting to give 3, 4, 5, 10 hours a week of your time and not getting paid for it, you're going to burn out. And when you burn out. There's a whole negative spiral that can happen from that. On a personal level, but additionally, you're non profit will suffer. And so it's very important that your nonprofit is paying you for your time.

## Dreaming Big

📌 So now you understand the importance of fundraising. If you haven't already let's dream big, which you've been doing, you should have this dream already pretty clear to you, but what would happen if you got \$10,000, what would happen if you've got a hundred thousand dollars, really? What would happen if you've got a million dollars, what would happen for your nonprofit? Some of you might be like, oh my gosh, I'm never going to get that money. Not true. You never know with your nonprofit, what might happen. Dream big start small.

## Fundraising Mindset

📌 Start to think about how big could your dream get? How many people could you help? Through your nonprofit through your mission.

Fundraising is not hard. There's a lot of pieces to it. There's strategies, but you can do this. Even if you think I've never done this before. I'm terrified. I don't know what I'm doing. Its ok. I think 90% of humanity fits into that box.

You're going to be able to do this. And you're going to be able to raise the money for your nonprofit, and you're going to be able to have these conversations and you're going to do phenomenal. Go you! Amazing.

## Fundraising Baggage

📌 Let's talk about some fundraising mindset questions. What is your baggage around fundraising, right? A lot of people hear fundraising and they're like, ahhhh, right. What baggage do you bring around fundraising? And we're going to watch a short Ted talk in a moment about that. But what do you imagine that you're going to be doing? Walking around, knocking on people's doors? Asking for people for money at the supermarket.

## Matchmaking in Fundraising

📌 I mean, sure. That is a kind of fundraising, but that's not the kind of fundraising we're discussing here. The kind of fundraising we're discussing here is matchmaking. It's when you have an alignment of values, there is an alignment of the donor's values. This might be an \$18 donor or an \$18,000 donor. It's an alignment of his or her values with the values of the nonprofit. You are just a conduit.

You are just a connector. You are just the matchmaker.

## **Aligning Values**

📌 This is not about you okay. This is about the nonprofit, getting the money that it needs in order to create amazing things in this world. And it's about the donor having a place to give his or her money. In an impactful way, which they want to do.

These donors, they want to give money. When you walk into the room to meet with them, they know you're going to be asking them for donation and they're okay with it. This is not something you have to be scared of or feel guilty around. This is something that they literally want to do.

## **Seizing the Opportunity**

📌 That's the type of fundraising we're looking to create here and you're giving them that opportunity. And guess what, if you didn't give them an opportunity, some other nonprofit would walk over the next day and give them the opportunity. So why not your nonprofit?

## **The Lifeblood of Your Nonprofit**

📌 Fundraising is the lifeblood of your nonprofit, just like sales is the lifeblood of a for-profit of a company.

Fundraising is your lifeblood. Like we said, no money, no mission. It needs to be done. And it's not something you need to feel guilty or shameful about. It's something that is really giving this donor an opportunity, a donor who has a foundation, which we'll talk about, a donor who has a foundation.

## **Donors' Mandates**

📌 They actually have bylaws that mandate them to give out a certain amount of money every year for tax reasons. They need to give it somewhere, it might as well be your nonprofit.

## **Respecting Donors' Money**

📌 Another point I'd like to bring here is that recognize that when you are meeting with a donor, that this is their hard-earned money. They do not owe you this money. They do not owe your

nonprofit this money. A lot of times I've seen people come in with this mindset of, well, they have so much money and they only gave me a hundred dollar check.

Or they've benefited so much from my nonprofit already, or their kids have, or their parents have, they should've given me way more money. This is not up to you. This is their hard-earned money. They get to decide how they spend it. And it's not about you at all, it's about your nonprofit and these are their decisions. If you start getting hung up on this type of mindset you will find yourself having not a very enjoyable time and you should enjoy work. Why not? You're creating incredible benefits for people in the world. It should be an enjoyable line of work for you.

## Enjoying Fundraising

📌 Go with the mindset of this is their money. They're going to give whatever it is that they want. Just because people have a lot of money does not mean that they will give you a lot of their money.

And just because people benefit a lot from your nonprofit doesn't mean that they're going to give you a lot of money. Disconnect those two things. You're going to ask for a donation. Whatever you get is incredible and be very grateful for it.

# Module 4:2

## Introduction to Fundraising

📌 I'm here today to talk about fundraising, because if you want to change the world, you have to know how to pay for it. I'm not talking about being a good person. You can do that for free. I'm talking about if you want to create something, start something, galvanize the community, improve the lives of others, run for office.

## The Importance of Capital

Every day, great ideas die on the vine because they don't have capital to get off the ground and all of the work. The thought, the vision that goes into the idea isn't worth much if you can't pay your bills. And while most of the greatest social movements in history were powered purely by an idea and people's belief in that idea, real change and impact require resources. Real people do this work. They need real change, real impact, and resources to actually make it happen. The people that believe in this work have to have the support and the resources to do it.

## Role of Fundraising Experts

That's where I come in. I get essential resources into the hands of people, and visionaries on the front lines doing work that matters. We spend the majority of our waking hours working. We spend more time working than we do with our loved ones. So I decided early on that I have to love my work, and it has to add value. And while I would love to be one of these people who spearheads, you know, social change from the ground up, the thing I realized early on in my nonprofit career is that the thing I'm good at, the thing I'm really good at, is raising money.

## **Loving the Work**

And I love it. I think it is a privilege to work alongside bold, ambitious, optimistic leaders in the organizations they serve. So I teach people how to do the thing I'm good at, because the more people that learn how to be good at my end of this work, the more work will get done. And I teach everyone. I teach CEOs, and presidents, and boards of directors, and EDs. I teach development directors in all sorts of teams, and nonprofit newbies, social change agents, and candidates. I teach anyone that wants to do something extraordinary how to fund their dream.

## **Vision for Fundraising Education**

My dream is that there will be more people like me doing this work well, and that development will be an undergraduate course at universities, so that fundraising animals, like me, will find this job out of the gate instead of discovering it years later accidentally. I even have the curriculum developed, but short of overhauling undergraduate course requirements, I think tonight's probably a good first step to get people to think about fundraising more as an opportunity and less as a dirty word.

## **Understanding Wealth and Money**

If you want to change the world, you have to know how to pay for it. To do that well, you have to understand three big things: your feelings about wealth and money, the importance of building relationships, and how to ask for what you want. Let's start at the top. Your feelings about wealth and money. What is your relationship to money? Money is complicated. It makes everyone squeamish. It makes everyone act kind of weird. Anyone who's ever had to split the check after dinner with friends can tell you this. And imagine what it was like, you know, before Venmo.

## **Dealing with Money Baggage**

To help people learn how to raise money, you have to help them understand their deal with money because everybody has baggage. Grow up poor, baggage. Grow up rich, baggage. Mad or envious that other people have more money than you, baggage. Think people with money are smarter than you, baggage. Feel guilty that you have more money than other people, that's some first-class baggage. Still baggage, people. It's still baggage. So, whatever your deal is with your baggage, you have to reconcile it if you're going to be able to ask for money.

## **Demystifying Wealthy People**

And here's a little tip about asking people for money. The only difference about really wealthy people and us is that they have more money than us. That's it. Don't overcomplicate it. They come with their own baggage. When you think about how to do this work, it's important to remember that money makes the world go around. You hear that all the time, but it's true. Whether you're a nonprofit, for-profit, or you pay your own bills. We often feel like talking about it is this icky, embarrassing, ugly thing. But it's just money. And it's a fact of life. So how you feel about it directly affects how you approach it.

## **Personal vs. Professional Fundraising**

Like everyone else, when I started out in this work, I had to examine and understand my own feelings about wealth and money, and I had to learn how to separate them from how I feel about raising money for important causes. How I feel about asking for money to help people do good work in the world is not the same as how I feel about asking for money for myself. This is an important distinction. When I go and talk to someone, I'm not asking them to pay my mortgage. I'm giving them an opportunity to invest in an idea that's going to change the better. Why should I feel bad about that? The answer is that I shouldn't. I wouldn't feel bad about giving them the inside tip on a hot stock, and I'm not going to feel bad about giving them the inside tip on empowering social change, either.

## **Reframing the Ask**

If you want to be good at raising money, you have to be able to reframe the ask, both for yourself and for other people, as an opportunity. Next, you have to get prepared to build some relationships. People give to people. They don't just give to ideas. And if they don't believe in the person running the place, you're already dead in the water. This is true whether you're in stocks or venture capital, politics or nonprofits. Building a relationship with people takes work. You have to care about more than just what you want or need. You have to also value what someone else wants or needs.

## **The Importance of Relationships**

I know it's a shocking, terrible idea, but oftentimes closing gifts is understanding the person more than it's important to know the product. And if you think building a relationship with people takes work, building a relationship with someone you're asking for money from takes work. And it takes homework. Have you done any research? Do you have any idea what they care about? Do you know why they should invest in your work? Can you answer that question in less than 30 seconds? If you can't, the meeting's gonna be, it's gonna be pretty rough. And the answer can't be because they're super rich and they live in your zip code.

## **Genuine Conversations**

When you talk to people and understand what they care about, it has to be in person. Fundraising is relational, it's not transactional. It's not transactional. And you have to ask them questions. When I sit down with the donor, it goes something like this: Hi, thanks so much for seeing me. How have you been? Did you guys go anywhere fun over the holiday? Nice. I love Mexico. Do you always go to the same place? Oh, that's awesome. Are those your kids? They're so cute. How old are they? Where are they in school? Oh, that's a great school. Are you guys very involved there? Your spouse is on the board. How's that? I bet it's a ton of work. How do you guys meet? Oh, it's Santa Clara. That's awesome. Are you super involved in the alumni network? Oh, that's so interesting. Where do you guys live again? Oh, that's great. Is that your boat?

## **Understanding Donor Capacity**

I literally go through all of these things, right? And you know why? Because guess what I know now. I know they're out 120,000 a year in schooling for the next 12 years. Right? Spouse is on the board of the kid's school. I know they're out 100,000 probably. That's a six-figure. They're both involved in their school alumni. That's probably 25,000. They told me they live on the Upper East Side. I can look up their apartment online and I can find out what their mortgage is. And I know they own a second home in Mexico. Oh, and they own a boat. Which is like funny money, right? So what I now understand, it's true, what I now understand is that their 1,000 gift is probably more of a starter gift. And I should be thinking about ways to help them partner with us and invest in a more meaningful way.

## **Asking Questions to Build Relationships**

I know this sounds a tad mercenary. I'm not confused about how it sounds. But here's what I want to tell you, because this is the part that all my clients always want to skip, because they think it's the fluff, and it's not important. If you don't understand what they care about and what they value, how are you ever going to be able to tell them about your work? Right? I want them to fund our work. I do. But I also want them to have a really meaningful experience as a donor so that they feel like we're partners and not, they're not an ATM. Right?

## **Steering the Conversation**

It's important to ask the questions because the more you know about them and you know what they value, the more you can steer the conversation in a direction about your work that will resonate for them. And once you get past the get-to-know-you part, you get into the fun stuff, like, why are you philanthropic at all, right? Why do you invest in new ideas? Do you want giving back to be a value you pass on to your children? Can we help you do that? It's really awesome. It's meaningful. And remember, it's a conversation. It's not a cross-examination. It's not an interview. Don't walk in there and tell them everything you already know about them, because you did your research. You don't get extra points for knowing how to use Google.

## **Listening is Key**

It's 75 percent them talking, 25 percent you listening. It's better to be a good listener than a good showman. And once you understand what they care about, you can talk to them about what you care about, right? You can tell them about you. Now, when you do this, don't get too deep into the weeds or you'll lose them. It's a lot like when I sit down with guys in finance, right? And I say, how's work? I'm looking for like a thumbs up, thumbs down. But what I get sometimes is a long just description of how the markets are trending and my brain leaves my body and starts to think about what time my dry cleaner closes. Like, I don't have capacity for that and they don't have capacity for that level of detail of our work. If they want it, they'll ask you the questions.

## **Avoid Over-Explaining**

It's this thing that happens over and over because I, here's an example, I worked with the CEO once and I was hired to teach him how to talk to human people like a human person. It was a very difficult job. So he kept getting great donor meetings and he wasn't closing any gifts and I could not figure out what the problem was. So finally I was like, I'm just going to come with you. It's going to be great. So I went with him to meetings and what would happen was he was getting into such detail with the donors that their eyes were glazing over. And then after he was done with his 15-minute pitch, they literally would say, this happened like three times in a row. God, that sounds great. Congratulations. Keep up the good work. And that was the meeting, which was obviously not the outcome we were looking for.

## **Simplifying the Pitch**

So he couldn't understand what I was trying to say to him that I finally, like in an act of sheer desperation was like, you know what I love? I love NASA. I love NASA. I think it is unbelievably amazing we have figured out how to get a person to the moon. I think it's awesome. I think the idea of getting someone to the moon and they walk on the moon and, God, I love rocket ships. I love rocket ships. Rocket ships are amazing. But if you start to tell me about the rocket ship and how it gets to the moon and the math and the science equations and how the rocket ship gets to the moon, I promise you I will hang myself with my own hair. I was like, that is not how you tell people about your work.

## **The Key Points**

What is the need? Like, what's the point, right? How do you address the need? Why are you better at it than anybody else? And what can you do to make it about them, right? How can they help you get to the moon? That's the good stuff. If you're able to do that, you're probably ready to make the ask. Now, I don't expect everyone to be super excited to ask people for money. That's why development is an actual profession and not an awkward hobby. Naturally great fundraisers. Love people. They can and will talk to anyone. They can find common ground with anyone. They're your friends that talk to people in the elevator, or at the grocery store. They



believe in the work required to both build relationships and keep them. And they naturally have a high tolerance for rejection. But I don't expect everyone to be a natural. And you don't have to be a natural to raise money.

## **Respecting the Process**

You just have to respect the people in the process and do the work. Will you reconcile your baggage? Will you commit to build relationships? If you will, you're ready to make the ask. And the ask is oftentimes as simple as using the phrase, would you consider, would you consider becoming a monthly donor? Would you consider increasing your support to 100? Would you consider investing in our work at the 1 million level? Would you consider does a couple of awesome things. One, it gives the donor an easy way out. Like, they can say no without it being yes, no. And two, it gives you a second ask. Well, what would you consider? It's good, right?

## **Making the Ask**

When you do this, remember, you're not asking for yourself. You're asking on behalf of all of the people you serve, or are touched by your genius. This isn't a personal favor, right? Feel proud of the ask. It's incredible that you do this work. Don't try to be someone you're not. You're gonna go to these meetings and think you need to big shot it. Be yourself. Authenticity matters. Nobody likes a phony. Just be yourself. And please, please don't torpedo your own ask. What I mean by this is don't walk into the meeting and say, I had an ED that did this all the time, I stopped inviting him. He'd say, we're not here today to ask you for money. Well, yes we are. That's exactly why we're, literally, that's why we're here today.

## **Avoiding Common Mistakes**

Don't do that. Don't say, whatever you can do to help. That is hands down the fastest way to get the smallest possible gift someone thinks they can give you and get away with. Not kidding. And don't take it back. Once you've made the ask, would you consider supporting us at the 10,000 level? Or the 5,000? Or the 2,000? Or 1,000? You know what? Take the year off. You're the best! Thanks! Don't do that! Ask the question. Wait till 10,000. Count to 10,000 before you speak again. Keep your face like this.

## **The Power Dynamic**

They are grown-ups. They have all the power in this situation. They can answer the question. Don't take it back. Which brings me to my favorite. Don't ask, don't get. If you don't make an actual ask, no one will give you actual money. And if no one gives you actual money, you actually can't do anything with it. It's very simple. Don't ask, don't get.

## **Commitment to Fundraising**

Listen, I would love to live in a world where we didn't have to ask people for money to do important work that will change people's lives. I would love to not have to teach people how to make a case for the importance of feeding and housing and educating people. But this is the world that we live in, and if we're committed to doing this work and doing it well, we have to be as committed to the art of funding this work as we are to the art of executing it. I'm going to repeat that because I think it's really important. We have to be as committed to the art of funding our work as we are to the art of executing it.

## **The Opportunity of Fundraising**

And at its core, the art of funding the work means that we have to truly believe that the purpose and the privilege of our work is to provide people with an extraordinary way to use their wealth that will change people's lives. It's an opportunity, because at its core, that's what it is, and how great is that? Thank you.

# **Module 4:3**

## **Identifying Potential Donors**

### **Introduction: Who Are You Asking Money From?**

📌 📌 📌 📌 Who are you asking money from? We're going to break that up into four different categories. For each of these categories, you're going to use the worksheet on the right and fill it out. Start making a list of potential donors to your nonprofit. Now you might not know all of these potential donors, but very often you can find these people either through your personal contacts, or people who might know people.

### **Leveraging Personal Contacts**

📌 Start talking about what you're building, tell your friends, I'm building something called shopping for seniors. Do you know anybody who might be interested in potentially supporting it? You will be so surprised at how just your 10 or 20 closest friends and family might be able to think of people who can support shopping for seniors. And maybe they themselves would be like, wow, I love that. I love that idea. You're going to be supporting grandma, that's great! Here's 15 bucks. You never know. You miss a hundred percent of the shots you don't take. The answer is always no. If you don't ask, ask, ask, ask.

### **Relationships with Family Members**

📌 I want to talk a little bit about relationships with family members. Family comes first. So now there's an interesting balance here, right? If you have a family member or a friend who you don't

feel comfortable asking, it might, you know, it could affect the relationship. You might not be able to have a friendly conversation after that, whatever it is, don't feel pressured to ask them. That's one side of the equation on the other side of the equation.

### **Authenticity in Asking**

📌 However, you have to be really authentic with yourself and I can't do this for you. Are you uncomfortable asking them because you're just uncomfortable or is there a real reason that you're not going to be asking them? And I'll tell you, more often than not, if you are authentic and real and go to this person, if it's a friend or family member and say, listen, I'm starting something called shopping for seniors. I'm super passionate about it. I've already done X, Y, and Z. I'm putting all the time and effort. I'm now at the fundraising stage. I'm curious if you want to have a conversation about it or do you think it's not a good idea and we shouldn't have this conversation. If you open it up and you kind of named the elephant in the room a little bit, typically speaking, everything goes smoothly from there. Either they'll say, you know what, I don't want to fundraise. I want our relationship to say the same, I don't want to mix with that, let's keep that separate. I'm happy to connect you with people, or not even that, right. Or they might say, sure, yeah, I'd be happy to talk. I can't donate much, but you know, I'd love to support what's going on.

### **Positive Outcomes of Authentic Requests**

📌 As long as you say it and are authentic and just being real. Nine times out of 10. I'm so close to saying 10 times out of 10, but nine times out of 10. It's fine. It's more than fine. It actually brings you closer together and really enhances the relationship. Be it friend or family. You might not want to ask your spouse for a donation though. I guess that would be one exception.

### **Four Types of Donors**

📌 Okay. Let's talk about the four different kinds of donors.

#### **Donors Aligned with Your Cause**

Donor number one is in alignment with your cause. Check out the worksheet. You're going to make a list of 10 people who you think might align with the cause. Okay. So shopping for seniors, this might be seniors, right? They would certainly align with the cause. This might be someone who had elderly parents until they were very, very old and struggled with this and therefore he or she aligns with the cause.

#### **Geographic Donors**

📌 Number two is you're going to be looking for potential donors who align with your geographic area. So they might not particularly care about the cause, but they live in your city. They care about your city being a great city or maybe they are part of your community. They want to see

your community thrive. You're all in this together. These are your geographic donors. And you want 20 of those.

### **Donors Benefitting from the Cause**

📌 Number three. You want 30 of these, these are people who this benefits them in some way. I have a friend who likes to call it with- them. What's in it for me, with- them. And so what's in it for them, right. Again, they might be a senior. They might have elderly parents, grandparents. If it's something that they're specifically benefiting from, those might be your potential donors. Now, again, those people, let's say their elderly parents move away, they might likely stop being your donors because there's no benefit for them right now. That's number three, you want 30 of those.

### **Donors Aligned with You Personally**

📌 And finally, number four, you want to list 40 of these. I'm really stretching you here. These are people who align with you. They love you. They don't care if it's shopping for seniors or saving dolphins, it doesn't matter to them. They just care about what you're doing. They trust you. They love you. They care about you. They want to see you thrive. This might be a relative, a friend, a close colleague, something along those lines and you want to list up 40 of those really stretch yourself here because if you do this list, correctly, you're going to have nearly a hundred people that are potential donors. Some of these people might say, no, some of these people might not pick up the phone.

### **Stretching Yourself to Create the List**

📌 That's okay. You really want to start stretching yourself and creating this list of potential donors. Now, if you really worked hard and you can't come up with the list of 90, just have this list, print it out next to you while you take this course, and you'll probably come up with ideas of more people as you continue watching module four. But really stretch yourself, ask friends and family for people they might know. Yes, go through your own phone and contacts, but don't just do one level in your network. Get to two levels. Maybe even get to three levels outside of your network. Okay. That's number one, in terms of people who you're asking money from.

### **Identifying Types of People with Money**

📌 Second point, which is a relevant point, is what types of people have money. Something for you to think about now. Where I lived for eight years, it was a specific neighborhood that, it was very wealthy people, so maybe I should start thinking about who's over there. Maybe it's elderly people, sometimes people in retirement funds, not always, but sometimes they have more money to spare in terms of a monthly basis.

### **Example of Successful Fundraising**

📌 I had a student one time, I was running a summer camp and I looked at the application. It was about a month before camp, very late in the game. And he wrote down that he needed a hundred percent scholarship and he could afford \$0. So I called him up. I never met him before. And I said, Hey, we'll call him Bob. Bob, great to meet, love the ambition. Tell me what's going on. And he's like, I found your camp. This is perfect for me. I am coming. I am going to raise \$7,000 and guess what he did in a month, he told me afterwards, he called every single person he knew on the planet, and he asked those people for more people. And he, as a 15-year-old, raised \$7,000 in one month, came on the camp and he had an amazing time, changed his life and we're still in touch today. If he could do it, you can do it right.

### **Building Your Reputation**

📌 As you start asking more and more people, and talking about shopping for seniors, your nonprofit to anyone that would listen. People are going to know. Okay, so let's say your nonprofit is creating scholarships for kids to be able to participate in sports games after school, people are going to start knowing like, oh, he's the guy that's always raising money for scholarships for kids to go to sports activities. Word of mouth will spread. You're going to become that person who is the person for scholarships for sports activities. And then you're going to of course, get parents who are looking for scholarships, but it's also going to trickle down to people who are potentially going to be supportive of what you're doing. Like, hi, I heard that you're the person to talk to about scholarships. I love to support that. So keep talking about it, making it a significant part of your life and at some point, it's going to take some hustle, but at some point you're going to not need to chase people anymore, as much as you used to, to support your nonprofit, but people are going to know to come to you. There's going to be some hustle as you get started, but you can do this.

## **Module 4:4**

### **Researching Potential Donors**

#### **Introduction to Donor Research**

📌 📌 📌 📌 📌 📌 📌 Now that you have a list of almost a hundred donors, either people you know, people you've looked up online, et cetera. We're going to talk now about researching those donors.

#### **Using Hatch.ai for Research**

📌 So number one is a tool called Hatch. Hatch.ai, see the link down below, is an incredible, incredible software. It's really cutting edge that allows you to research and get all the information you need. Not only on foundations that give out large grants, but it gives you that too, but also on individual donors, literally like people that you might have in this list of 90. If there's anyone there who might be a significant donor, you can put their name in Hatch AI. We are a nonprofit navigator, we're giving you a discounted rate at Hatch. And so you can check out the video that's right after this segment to learn more about Hatch and I highly recommend it. So that's one way to research your donors.

## **Online Research**

📌 The other way, obviously there really isn't a direct way. But the other way is to go online, Google them, look on social media for their names. Especially if there are larger donors, they might have a foundation. A foundation is for a larger donor, a container, we'll call it that, where they give their money, or this is where they're giving the charity money and the foundation then gives it out and allocates it to multiple different people. Maybe they give all that through the foundation to one beneficiary, they might give a thousand dollars to a hundred different nonprofits. They can do it however they want.

## **Using 990 Forms**

📌 Those foundations have something called a 990 form. This is free to look up. You can look up their 990. And you could, you can literally just Google 990, the Naiman Foundation. My last name. We don't have one. Say you found out about a specific foundation. Their last name is Foster and you look up the Foster Foundation you look up the 990 and it will show you all the places that they've given to in the past year. It'll show you contact information. It'll show you address, et cetera.

## **Using Zillow for Research**

📌 Another way you could look up as if you have their address, you can look it up on Zillow, you can check out what kind of house they have. Sometimes that can give you an inclination of, you know what type of donor they're going to be.

## **Categorizing Donors**

### **Splitting Donors into A, B, and C Levels**

📌 So building on that, you're going to want to split up your donors into A, B and C donors. Your A-level donors are going to be the ones who are writing you, five, maybe even six digit level checks, right? We're giving you \$10,000 and up. Then you're going to have your level B donors who are going to be in your somewhere between a thousand dollars and \$10,000 donors. And then you're gonna have your level C donors, which are underneath a thousand dollars.

## Determining Donor Levels

Now recognize it's not about how much they've given you, it's about how much they can give you. You might have an A-level donor who gave you \$300, but he could have given you \$300,000 without blinking. So that's an A-level donor. And you might have a C-level donor, someone who really can't afford much in general, but really stretched and gave you a \$750 donation, maybe split up over the year, which is amazing, right?

## Using Similar Websites for Research

So now you can go back to that worksheet and start writing in, are they level A, B or a C donors? Another way is just looking at similar type of websites, and seeing who has donated to those types of websites, if there's something similar to shopping for seniors, or on websites that have to do with feeding people. Who are their anchor donors who are their main donors.

## Understanding Donor Behavior

### The 80/20 Rule

Another piece to think about when you're researching your donors that a lot of times people who make less actually give more percentage-wise. And so that list of 40 that you have, might be where you're going to get a lot of your money from. There's something in fundraising that's important, which is called the 80/20 rule. 80% of your money will come from 20% of your donors. And 20% of your money will come from 80% of your donors.

### Application of the 80/20 Rule

What that means is that 80% of the people that you have, you have a hundred donors, 80 of them are going to give you all these small donations and that's going to reach about 20% of your fundraising goal. And the other 80% is actually going to come from a very small amount of your donors, right? Just 20 of your donors who are going to be giving your \$500 donations and your \$1,500 donations, maybe your \$5,000 or \$25,000 donations. And so that's something really to keep in mind as well.

## Handling Rejection

As well to not get frustrated. You're going to hear the word no, a lot. You're also gonna hear the word yes. Maybe not as much, but you're going to hear it and you only need a certain amount of yeses to get to your goal and it's okay to hear the word no. But recognizing that there is a big benefit there. Definitely don't forget about 80% of your donors because those donations really do add up. But also recognizing that those large donations are really where the majority of your money is going to be coming from.

# Module 4:5

## Reaching Out to Your Donors

### Introduction: Time to Reach Out

📌 📌 📌 📌 📌 📌 Time to reach out to your donors. Now you might do that right after watching this segment. You might want to check in with your coach first through the nonprofit navigator. You might also want to finish watching the module. You can look ahead and see the topics that we're discussing. However, by the end of this module, it will definitely be time to start reaching out to your donors.

### People are Open to Speaking

📌 📌 First of all, it's good to remember that people are more open to speaking than you think. You might get very nervous to reach out, to talk to somebody, but they're also human and people enjoy interacting with other people, and nine times out of 10 will be very open to taking a phone call from you.

### Respecting Their Time

📌 📌 When you're reaching out to someone, you want to make sure that you are respecting their time. Everyone is busy and so the first thing you should be saying, either in email or a phone call or in person, is this a good time to speak? Or if not, when is a good time to speak and how long do they have to speak? Right. If you're reaching out to a CEO or a really busy mom, either way, they might only have 15 minutes for you. And it's really respectful and shows them that they can trust you when you start off by saying, how long do we have, I want to really respect your time.

### Email Communication

📌 📌 If you're sending an email to someone and asking them, Hey, can we set up a time to speak, your message header is really important. I love to write Time to meet? Then the email itself, it should be very short and clear. People get a lot of emails every single day so make sure it's, you know, introducing yourself, what your nonprofit is. Again, one or two lines, maybe your mission statement. And then write very, very clear. And then the CTA, the call to action, would love to know if it's something you'd be interested in hearing more about. Could we find 15 minutes to talk when would work for you? And that's it short, simple.

### Follow-up Emails

📌 📌 If it's going to be a slightly longer email, let's say it's not your initial email, but it's a follow-up email, let's say they wrote back to the email and said - Sure, that sounds really



interesting could you tell me a little bit more about it? And now you're writing them back and in email form more about your nonprofit, more about shopping for seniors.

### **Using "You" in Emails**

📌 📌 Use the word YOU a lot. Don't say I created this nonprofit because I'm very passionate about it, I have seen, right. That's really great too. Don't get me wrong, but try to use the word you as much as you can, and you can use ChatGPT for this. You can say, Hey, take on a professional fundraising role and edit this email for me. And you can even say utilize using the word you a lot. You may have noticed that there are a lot of seniors in our area that struggle with shopping. I reached out to you because I thought you might be passionate about this. Notice how I'm utilizing the word you. People love hearing about themselves, people love talking about themselves, people like sharing. And when you're writing this email talking about the donor, the donor is going to be much more interested in reading the email.

### **Writing at a Fifth Grade Level**

📌 📌 Write on a fifth grade level, this is like the standard in fundraising emails. Do not write anything too long, do not write anything too complicated. The word should be simple. I've noticed that if you plug this into ChatGPT and you say, give it back to me in a fifth grade level, it's a little too dumbed down. So I say it at like an eighth grade level. But ultimately it should be not complicated to read because they already have lots of complicated things happening in their life already. The last thing they need is their nonprofit interaction with you or their charity interaction to be complicated too.

### **Text or Social Media Outreach**

📌 📌 If you're reaching out by text or social media on LinkedIn, people are happy to speak. I've reached out to people on LinkedIn that are companies of multi hundred million dollar companies who I've never met before. And I reached out and sometimes they ignore me, but sometimes they reply. It's like, sure, I'd love to set up a meeting. Here's my secretary's email. You really never know. Keep it short, keep it sweet, keep it simple and make sure you have that CTA, the call to action. Would love to set up a time to speak. Does sometime next week work for you? Make it so that the email ends with a call to action.

### **Present Tense Language**

📌 📌 Reminder your languaging in your email shouldn't be, we are aiming to help with shopping. It's we help people with shopping, always speak in the present tense, even if you aren't currently doing it and they'd call you back and say like, oh, you help people are shopping. So yes, that's what we're doing. Oh, how many seniors have you helped? Well, we haven't done any yet, but that's what we're fundraising to do. That is okay to do. That is the correct thing to do. You want to speak with confidence because you are confident in your ability that you're going to be helping these people.

## Phone Calls

📍 📍 A phone call might be good for people who you are really, really close with and you can just hop on a phone call with them and talk to them about the nonprofit and if they'd be open to supporting it and making a donation. Or it could be really good for foundations. Foundations, like we said earlier on the 990, they have a phone number you can call. And these are people who you don't know at all, typically speaking, but you want to get to someone. If you send an email, it will most likely get ignored. And so getting on the phone and saying, Hi, I saw your foundation, I run a nonprofit that does X, Y, and Z. It seemed from what I was researching, that the foundation that you have is aligned, I'm wondering if you'd be able to meet and talk more about it. And they might say sure let's talk right now. And they might say, we're not interested. They might say, hold on, let me get you to the right person. It could go a lot of different places. Ultimately, you know, your nonprofit really well. You're ready to speak to whoever about it.

## In-Person Meetings

📍 📍 Lastly is in person, obviously in person is going to be the best type of meeting that you have. You'll have your pitch deck printed up. If you're on a zoom call, you can always show your slides, but in-person is always the best. But you really want to be mindful of your time that you're spending with in-person interactions and in-person attractions is going to be half hour, 45 minutes. I mean, it could be shorter again, reminder to ask them how much time they have, but ultimately you can't have an in-person meeting for every \$10 donation. And it was going to be probably for larger donations three or four digit plus. So those are really going to be for your major asks. Otherwise you're going to burn out you know, cause you don't have enough time really to have an in-person meeting with every single person. However, as you're getting started even if it's just your cousin who you know well, but you want to ask them for a donation, do you think it's a good fit? I would recommend if you can do that in person just to get your feet wet, just to feel what that's like.

# Module 4:6

## Preparing to Make an Ask

### Introduction: Aligning with Donors

📍 📍 📍 📍 📍 📍 Here is a checklist, a few more points before making an ask. Let's remember that we're looking for alignment here. Even within alignment, however, there is an aspect here of the relationship between you and the donor. Yes, we said earlier that it's really about the donor and the nonprofit and you're just kind of this matchmaker, ultimately though you're still the person in the room and there is a real aspect here of relationship. Of getting to know the person that you're speaking with. Now, sometimes that person just says, listen they're busy.

## Building Relationships

📌 Tell me about your nonprofit. And let's talk about a donation, what that looks like, and that happens sometimes, but more often than not, the person's going to want to talk. They're going to want to learn about your nonprofit, but they're also going to want to learn about you and why you created the nonprofit and how you execute the nonprofit. Not as much actually about the mission of nonprofit, but what's much more interesting is you and how and why you do it. And they're going to want to talk about themselves. You're going to want to talk to them about them. Why are they even taking this meeting with you?

## Getting to Know the Donor

📌 Be really curious about that. You know, why are you passionate about it? Have you ever interacted with this type of nonprofit before, this is questions you're asking the donor, right? Oh, I see a picture of you and your family at an RV trip. Do you enjoy RV? Do you enjoy traveling? Getting to know this person. Sometimes even in the conversation you might get really deep. And you might talk about struggles that he has that you also have or that either pertain and relate to the nonprofit or sometimes not at all. And you're just having this conversation. And you're just finding commonality between the two of you. Oh, you visited Montana. I was just there three weeks ago. There is a relationship building here that's really important. Be just natural and authentic and real about it. There is no acting needed here it is just two people connecting and really go all in on that. Like that's real, that's a lot of this work here is building those relationships. That's number one.

## Ensuring Donor Fit

📌 Number two is think about, is this donor an actual fit for what you're going to be doing? There's a checklist we have here at a worksheet on the side.

## Knowing Your Elevator Pitch

📌 Number three is, do you have your elevator pitch? In general, you should know your nonprofit cold so well that you can give it over in one minute, or if they asked you, you could talk about it for 10 minutes, right? Make sure you know exactly your mission statement. This is all the work that you did in module one, make sure you know everything there is to know about your nonprofit.

## Practicing Your Pitch

📌 Number four practice makes better practice, practice, practice, practice with your mentor, practice with your cheerleading group, practice with a friend or a family member and have that person pretend to be the donor. Sometimes when people role-play like this they pretend to be a donor and give them a really hard time. Donors typically don't give you a hard time. They might ask you some real questions, like how do you plan on using the money? What happens if the

event doesn't go well, whatever that might be, but they're not mean. They're just people. Be really clear be super clear, we've talked about this a lot, keep it simple, keep it clear.

### **Timing Your Ask**

📌 Next is think about before reaching out to them, what time of day or week or month is this a good time? Is this a Friday? Like that might not work for them. So while there might be really preparing for the weekend. Sundays for some donors might be a good time cause it's the weekend. But if you know it's winter break, like that might not be the best time to reach out to them. So have that in mind too.

### **Handling Non-Responses**

📌 And recognize sometimes by the way, when you'll send an email or reach out to ask them for a meeting and they don't reply to it's typically 99% of the times it's not personal. It's just, you've got them at a bad time and they were busy or distracted or whatever it might be.

### **Determining the Ask Amount**

📌 Next is how much are you asking for? I think about, okay, I'm going to get this person on the phone or in a meeting or you're starting the email back and forth to have a meeting, to get to know each other. How much are you asking for? Is a question that you should know. Now this donor it's not always about how much can they give, right. Just because someone can give \$10,000 doesn't mean that they will give you \$10,000. So knowing I'm going to be asking this donor for \$2,500 cause I know that they could give \$10,000. Also determining, again, going back to the, when am I asking it from them now? Okay. In my first meeting with them. Which again, it might make sense, only you can determine this, and you'll only be able to determine this in the meeting itself.

### **Authentic Timing of the Ask**

📌 If they're saying like, you know what, I'm interested, I want to hear more. Let's reconnect in three months. They're clearly telling you that they're not, they're not open to a donation right now. Again it's all about being authentic. You could say, you know, I'm curious if now that you've heard about my organization for the last half hour, I'm curious if you'd be interested in supporting now, if we could talk about that or would you like me to circle back with you at a later time? Be real. Be very real with them.

### **Asking for Specific Purposes**

📌 It allows them to donate to your organization. Cause there'll be able to trust you with the money that they're entrusting to you for your organization, for your nonprofit. And so how much are you asking for when you asking for it and what's it for, are you just asking for \$2,500 unrestricted money or are you asking for a specific event? Hi, we're having a big kickoff in six

months we'd love for you to sponsor that program, or is it part of a larger event. What you're asking for, is it just general funding or is it for something specific?

### **Asking for Larger Amounts**

📌 And lastly, last point is I have never yet met a donor that minded being asked for more than what they can actually give. I mean, you're not going to go wild. You're not going to go to a person hey, could you give me a million dollars, if you think you can only give \$10,000. But if you think that they can give \$10,000 And you're asking him for 2,500 or 5,000 for 7,500 or even \$15,000 in the range. No, one's going to be insulted because of that. You're almost never going to ask for too much.

## **Module 4:7**

### **Preparing for a Fundraising Meeting**

#### **Introduction: Setting Up the Meeting**

📌 📌 📌 📌 📌 📌 You've reached out to your potential donors, email, text, phone call, and now you're going to be having the meeting. Now that meeting might happen right away on the phone. You don't know, it might be a scheduled Zoom meeting. It might be meeting in person. You have to make sure you're present in these conversations because it could go any which way as you're talking. I've been in hundreds maybe thousands, but definitely hundreds of fundraising meetings, foundations, boards, one-on-ones, et cetera. And you never know where the conversation is going to go and so be alert, be ready and definitely know your material about your nonprofit.

#### **Bringing Beneficiaries to the Meeting**

📌 📌 📌 📌 📌 What do you bring to a fundraising meeting? If you have started your nonprofit already, a phenomenal move is to bring someone who has benefited from your nonprofit. For me to walk into a meeting with the potential donor, with Gladys who has been benefiting from shopping for seniors for years, is going to tell a completely different story. It's going to be able to tell a story that I could never tell. The potential donor is going to hear directly from Gladys and how she benefits and how it changes her life and how she's able to spend time with friends and family. It's going to 10X your entire meeting. Now, obviously check in with the potential donor if it's okay for you to bring Gladys. And also Gladys doesn't have to be there the entire time. Gladys doesn't have to be sitting there when you're going to be asking for the donation. You can say Gladys is going to be here for a few minutes for her to talk to you about it. You'll talk to Gladys about it before after about five or 10 minutes, she'll excuse herself and go on with her

day. And that's great. It allows the potential donor to really get an insight into what the nonprofit is that they might be hopefully supporting.

### **Preparing a Pitch Deck**

📌 Number two, obviously have your pitch deck with you. Printed out. One time I remember I was meeting with a potential donor and I came to print out my pitch deck and a printer had run out of ink and was all grainy. And I was like, this cannot be, I ran over to the local printing store and printed it up because it should look nice. It should be a beautiful pitch deck that you're giving over. Remember you created two kinds of pitch decks. One is one that you could email out and one, that's more of a supplement to you talking. If you give them a pitch deck with all the information, they're just going to be reading it and not listening to you. So depending on the type of meeting, but assuming it's a regular meeting where you're talking to them and telling them about your nonprofit, then the papers you're handing them should be supplemental to what you're saying and not distract from what you're saying. Again, as an example for shopping for seniors. If I want to say we have reached 150 seniors in the last two weeks. That would be something I would email, but if it was something I was meeting with them about, I would say extraordinary reach in our local community in the last two weeks alone. And so now he's like, well, what is that? Right. I didn't give it all away. And so when I'm telling him, so now we're at our next bullet point about our reach, we've reached 150 people and that's so much more powerful. So the pitch deck, when in person should be supplemental.

### **Bringing Visual Aids**

📌 Number three pictures. If you have them, like if you have pictures from an event, make sure to bring those for sure.

### **Bringing a Video**

📌 Number four. If you have a video that you've created about your event, if it's not too noisy a background, like if you're meeting in a Starbucks that might not work so well, you can always bring headphones, not too crazy. Obviously bring the video. Shouldn't be too long. You don't want to be sitting there for 10 minutes watching this video. It should be short or maybe only show part of a video.

### **Offering a Thoughtful Gift**

📌 Number five is possibly a gift. Now your gift shouldn't be too expensive because no potential donor or donor wants to see oh, you're spending your money on \$500 gifts for your donors. Like that's not a good spending of money. The best type of gifts is something that is not too cheap. It shouldn't be something \$3 from Temu but it should be something that is respectful. Even better, if it's something that can be personal to them, like if you have done some research or if you know them already and you know that they drink a lot of coffee. So you can get them either a coffee mug or a nice coaster that has your nonprofit name on it or something that they like. They

love Hawaii so it's a coaster that says Hawaii on it and in the back, it says from shopping for seniors or whatever, it's doesn't always have to be branded. It could just be still a nice gift. And there'll be like, oh, that's so thoughtful.

### **Dressing Appropriately**

📌 Lastly is dress appropriately. You should dress nicely. You're going to a meeting where you're going to be asking them for their hard-earned money to go towards a nonprofit that you believe in. And that they, hopefully, believe in as well, dress nicely. Wear semi-formal attire or formal attire.

## **Module 4:8**

### **Making the Pitch**

#### **Building Commonality**

📌 📌 📌 📌 📌 How to make the pitch. You're in the room or in the park, you're meeting with the person. What are some of the things that you do? First of all, you want to build the commonality. You want to find some points that are common between the two of you. Ultimately, you're going to want to have a connection between you and them. Even though yes, you're talking about the non-profit, you're still two people and you can connect. I have become friends with many of the donors that I've talked with over the years. We've literally become friends and we will talk about lots of different things. Not all of your donors you need to become friends with. The relationship ultimately is still around the nonprofit and the donation and their support. That is the relationship. But you don't have to talk about that the entire time, you can talk about life. You can talk maybe not politics, but things that are happening in the local community or around the world, have a conversation, find those points of commonality.

#### **The 80/20 Rule**

📌 Let's go back with that 80/20 rule. 80% listening, 20% talking. Asking them questions oh, you like this oh, you like that? Oh, have you ever been to here? Oh, what's that like? Right. Asking deeper questions of why was that interesting to you? What made you decide to go to that college? How did you decide that making a hedge fund was your line of work? What were the life circumstances that got you there? You really want to learn about this person and people love sharing about themselves. The more you learn about this person, like we learned in the Ted talk the more that you're going to be able to have a successful meeting. So listen a lot.



## Discussing Your Nonprofit

📌 Then you're going to talk to them about your nonprofit. That might look like, okay, I would love to talk about what we're here to talk about and they'll say great. Sometimes it might just be natural depending on what you're talking about. You're talking about food and you might say, on the topic of food would love to show you these slides about shopping for seniors. If you don't feel like bringing out the slides, you should have them ready, but if you don't feel like you need them or it would just make it too formal and you're having like a nice informal conversation, you make that judgment call. Make sure that you're not talking for too long without a break. So every two to three minutes of you talking about your nonprofit, there should be a break either for a question. Okay. It could be a filler question. Like, does that make sense? And then they could say something or it'd be like, have you ever seen anything like that? What do you think about this so far? Have you seen any of our billboards in the local community? Whatever those questions might be, or do you know anyone who's gone through this? Do you know anyone who's benefited from our nonprofit? Keeping it conversational, not just a presentation, I'm making a speech and now I will explain to you my nonprofit and you will make a donation. It's still a conversation.

## Incorporating Stories

📌 As you're talking about your nonprofit, make sure to incorporate stories. Now fundraising is an emotional experience. Okay? Yes there's research yes there's all the technical things that we've talked about till now, but it ultimately is an emotional experience. People are going to give because they feel good giving and people are going to give more when they feel good that day. So if they happen to have a terrible day that day, or they just got off an airplane, not a good time to ask them, or they're on an airplane, not a good time to ask them for a donation right then. Could be a great time to either begin or continue a relationship, but not a good time to ask for a donation. And the reason for that is that when they have to make a decision, there's a book called never split the difference where he quotes the research neurologically decision-making actually uses the emotional part of your brain. And if you're pushing him to make a decision when they're in a bad mood or when they're not emotionally connected in a positive way yet to your nonprofit, their decision is going to be filtered through that lens of negativity. And you're going to get a no. Tell stories, right? Make it emotional, make it real. You're sitting in a coffee shop. They're not seeing the hundred people that are benefiting from your nonprofit, share with them the stories.

## GEM Framework

📌 Okay. So now we have three things that are important for being in a fundraising meeting, and those are called GEM. Number one be Genuine. We talked about this a lot, being genuine, being authentic, being real. You do not have to act. There's no script you have to follow per se. Like we've been talking about, this is an Emotional thing. You really want to hook them on the incredible benefits that your nonprofit is bringing to people. And again, if you could bring a story or someone actually who benefits from your nonprofit to the meeting even better, and three is



you want to motivate them to give now. So now that you've told the story, you show the slides, you've got it all there it's time to make the ask. And so the ask looks like as follows. And so Mr. Smith, that is why I personally have been dedicating so many hours to this nonprofit. And that's why Mr. Smith, I have been spending so much of the few past few months giving of my time to shopping for seniors. And that's why hundreds of local people in this community are benefiting for seniors. I was wondering, and this is why we're meeting here today if you would be open to supporting us at a \$2,500 gift and joining our founder circle.

### **Creating a Sense of Urgency**

📌 The last one M is motivating them to give now. You want to create a sense of urgency and what that will look like is saying. Mr. Smith was so great meeting with you this is why I'm passionate about shopping for seniors. These are all the hundreds of people benefiting from it and if people aren't supporting this, then these seniors will just not be able to have the service. And they're going to like we said, get hurt walking down to the supermarket, by carrying too many bags and being embarrassed and not being able to spend time with the things that they deserve to do. And so we need support now, which is why I'm doing this every single day of my week. You see what I did there? Like I created an urgency where we need, I didn't ask just yet, but I'm creating an urgency of, we need funding now. Otherwise we won't be able to X, if we don't get funding now, we're not gonna be able to support these seniors. If we don't get funding now, then the oil spill off the beach is just going to get worse and kill millions of sea creatures. If you don't get money, no funding. Now, the problems of anti-Semitism and hatred are just going to get worse by the day, creating that sense of urgency. So GEM. So you have genuine, you have emotion, you have motivating. Motivating them to urgency. Now it's time to make the ask.

### **Making the Ask**

📌 The ask might look like this, again, don't forget to be humble in the ask. This is their hard earned money. And so a great opening line for that is would you consider making a \$2,500 donation towards shopping for seniors? And joining our founder circle. You might not be asking for \$2,500 in general, you might be asking, would you consider giving \$2,500 donation towards our annual shopping for seniors event. You might say it's for the transportation for seniors to the shopping for seniors event, again, more specific. Or you might just want to say, would you consider supporting our organization. Now, it is almost never the right move to do that. It is almost always the right move to ask for a specific amount. The only reason that you would not ask for a specific amount is if for some reason you just met them you don't know how much they're able to give you. You weren't able to do enough research. You don't have a strong enough relationship yet that you could ask for a specific amount that's a higher number and you're just starting off for the relationship, but you don't want to finish off that meeting without creating a donation again, once they start donating, then the relationship is going to build from there. If they don't make that donation yet, then you're still just talking. But there's nothing real happening once they donate even a little bit, they're getting to your mailing list you're going to talk to them about it. They're part of your nonprofit family. And so you might want to say, would

you consider supporting our organization and they might say, sure, I love to write a hundred dollars check and you'll be happy with that. Or they might say no, they can always say that. Or they might say, sure, what were you thinking? And then you could always have a backup number that you could ask, or you could say, you know, we have a few different options. We have people who give a thousand dollars a year. We have people who give \$2,500. We have people who give \$5,000 and their our VIP circle. There are people who give \$20 monthly. You'll have to be ready with your sponsorship levels, which we'll discuss soon.

### **The ASK Method**

📌 So that is what an ask might look like. Now we're going to incorporate the letters, ASK. A is ask for their donation. You don't ask, you're not going to get. S stands for be silent after they ask. Mr. Smith, would you consider joining us at a \$2,500 yearly donation? And just stop talking and it can be awkward.

## **Module 4:9**

### **Advanced Tips for Making the Ask**

#### **Getting to a No, Then a Yes**

📌 📌 📌 📌 📌 All right. Here are a few additional tips that might be a little bit more advanced when you are making the ask. Okay, this is a great tip from the book *Never Split the Difference* by Chris Voss. One of the tips he teaches in his book is first get them to a no, and then get them to a, yes. A no builds safety and allows the person to feel like, oh, I can put up a boundary I can say no to something. And so incorporating questions before you make the ask that have no answers are actually very, very helpful to later getting to a yes. And so a no question might be like, do you think it's fair that seniors should have to do their own shopping? Right. Of course, most people are not going to say yes and they might, but most people are going to say no, of course not. This isn't exactly a no, but it's a negative it's the same concept. A question would be, do you enjoy when your grandmother gets to come to family outings? So that's a yes. Question. It's easy. A question that will get your potential donor to think more, being able to put up a boundary more, which will enable them later in the meeting to say yes to ask is, how do you think grandma feels when she can't make it out to hang out and have ice cream with her grandson because she's busy shopping. Then you pause, right? You asked a question like, oh, they probably feel terrible. So it's allowing them to say no, recognize a negative experience before you start building up the positive experience.

## Avoid Begging

📌 That's number one. Number two. If you beg, you're going to get pocket change. Don't just do anything and be desperate for a yes. If you're going to get okay, fine just get off my back here's a donation. You're not really building this person as part of your donors and someone who cares deeply about your organization. Be confident in what you're building and whether they're going to buy in is up to them.

## Fundraising Events

📌 Number three is about having fundraising events. Now fundraising events can be very expensive and kind of sends this message that you have to put on a show. And some type of performance in order to get people to donate to you. Now, listen, if you have hundreds of people who are ready to come to something that's about your nonprofit then great, but it doesn't have to be super expensive. You can have 30 people in one of your donors living rooms. It doesn't have to be an expensive thing. And of course, then your donor is going to obviously want to invite their friends because it's in their living room. If you're going to have a large gathering, it does not have to be some wildly expensive or blow people away event.

## Identifying Donor Types

📌 Number four, what type of donor are you talking to? Is this someone who is a short-term donor that you're just looking to have a quick conversation about a donation and it's maybe a smaller amount, like a C level donor, or if it's an A level donor and you're really cultivating this long-term relationship because you know that they could be a big for your organization. You're not going to make a donation ask after the first, second, maybe even third time, probably by the third time, but you'll make that call, but there's a long-term relationship here.

## Building Trust

📌 Number five, all about trust. We've talked about this. In a trusting relationship you say all the parts. All the great parts about your nonprofit and all the challenges. At shopping for seniors one easy challenge might be, we just don't have enough money to have enough taxis driving the seniors around. That's that's an easy one. A harder one might be one of our struggles is really getting the word out. I'm curious if you have any ideas for us, that would be a great question. A great conversation with a donor. Here's a real struggle we have and do you have any ideas for us? In general, potential donors and donors love giving their thoughts. They want to see you succeed. They want to see your nonprofit thrive, ask them for their ideas and suggestions. Be wary though, that if you do, they might want to see them implemented. And it might not be a good idea, or it might not be an idea that you can feasibly do and so don't ever commit, like, that's a great idea we're going to go do that tomorrow. Give it a little bit of time. However, if they say something like we would love to see like I had said earlier in a new community, you say, great, let's make it happen together. If the donor then it's their idea all the better.

## Handling Checks

📌 Okay, next pointer is if someone gives you a check, right? I've been in many meetings that has happened that either they've had a check ready for me already at the beginning of the meeting, or they decide to write a check during the meeting. Don't look at the check. Don't be like, oh wow thank you so much. Fold, the check be respectful. You put in your pocket. Thank you so much. It doesn't matter how much they gave you. The reason that it doesn't matter how much they gave you, which is my next point is. The money isn't the prize here. Your mission is the prize. That's why you're speaking with such surety and confidence and you're walking in and you're giving them this opportunity to support your nonprofit because the nonprofit is the prize. Helping these seniors is the prize. Helping kids at risk is the prize. That's, what's amazing here. That's the societal ROI return on investment. That's what's helping the world make a better place. Keep the focus on that.

## Selling a Dream

And it really connects, which is you can sell a dream. People get excited about hope and vision and plans for the future, even if you don't have anything yet. You say, listen, we're here. I dream of us having what? Your vision statement. I dream. of us having a thousand shopping for seniors chat, senior chapters. Your donor doesn't have to say, well, show me the money and I'll show you the money. Do it first. And then I'll make a donation only then that's not typically how it works. People get excited about that. And you say, listen, make a donation now so that I can actually get this started. You can sell a dream. People love dreams.

# Module 4:10

## Post-Pitch Actions

### Saying Thank You and Setting Reminders

📌 📌 📌 📌 📌 What do you do after the pitch? You had a great meeting. Everything was great. What happens next? Obviously, you say thank you, regardless of what happened at the meeting and now it is time to do a little bit of paperwork. So what does that look like? One is if they didn't give a donation and they said, remind me at X date, make sure you put the reminder in. You can use obviously our CRM to do that. Or your own system, make sure you have reminders so that you don't forget to follow up with them. Additionally, you're going to write notes about this donor in your CRM. We just met about this and this. We talked about that and that, they have three kids. They have a puppy named Fonzie, whatever that happened at that meeting, make sure to write it down. I actually use WhatsApp voice notes. I send a voice note to myself after the meeting and that way I just quickly, you know, send a one, two minute voice

note to myself and then later, because a lot of times I might have back-to-back-to-back meetings on my trips and so later I'll write it down, but that way I don't forget it. Again, regardless of what happened, make sure that you have reminders going into your CRM. Now, if they said I love to make a donation. Great. Thank you so much. That's called a pledge, they're pledging to give, but they haven't given the gift yet. Now I have learned this the hard way. Pledge is not a gift until the gift is in. Until you actually receive the wire or the check whatever it is. It's not real until it's by you. Thank you so much. Should I follow up by email? Sure follow up by email. Make sure you follow up by email. You send them an email. Here's how to make a donation either you're sending them to the direct donate button, or I typically like to have a template document that I send to everyone that has your EIN number. It has your address to mail checks and has the link to make a donation online. Has it all. And that way you don't have to think about it every time you just send them the same thing. Of course, with a personalized message. Mr. Smith, it was so great to meet you so happy to hear about your daughter winning her baseball game. Thank you so much for your very generous pledge of, and then include what they pledged, because they might not remember. Here's how you can make a donation again. Thank you so much. That's number one.

## **Stewardship**

📌 Now number two is a concept called stewardship. Stewardship means it's an English word, stewarding your donors. Stewarding your donors, your donors are kind of like your customers. We talked about how sales is the lifeblood of a for-profit and donations are the lifeblood of a non-for-profit. These are your customers. You want to make sure they keep going back. You want to make sure they know about your nonprofit and things that are happening. So there's a few things that you should do throughout the year. One is you want to keep that relationship going? So you make sure to stay in contact with them two, is the number that is said is thrown around the fundraising world is seven, thank you's a year. So you should be thanking them when they give the pledge, you should be thanking them when they get the gift and you should be thanking them at least five other times throughout the year before you make your next ask. And it could be an email. It could be in a WhatsApp, it could be a phone call. It could be an in-person, whatever it might be.

## **Thoughtful Gifts and Milestones**

📌 One of the ways that you can say thank you is you can get them a gift again, like we talked about earlier not too expensive, it should be thoughtful about them, but you can send them a gift. A great time of year to be in touch with them of course, is during the holiday season, very easy. It's a very easy gateway to be able to just reach out, wishing you a happy holiday and thank you again so much. Some other milestones that you can reach out to them with a thank you might be their birthday or a spouse's or family birthday. If you have that information on hatch.ai, a lot of this information is given to you and anniversary again, if you're following them on social media and you happen to see that, if there was a family event, someone got married, some other type of family event. These are all great opportunities to reach out. Another

opportunity to reach out might be your organization's anniversary. You started on March 15th, 2025. Next March 15th. Hey, just want to let you know we've been around a year. We're celebrating and we couldn't have done it without you, Mr. Smith. I just want to thank you so much for your kind donation. Another milestone of the donor might be when the donor hits a thousand dollars, right? Let's say they're giving you \$150. They give you \$300. They give you 650 bucks, whatever it is, it reached a thousand, send them an email and say, Hey, you know, I want to let you know that you've supported us at a thousand or 10,000 or a hundred thousand or whatever number you pick, dollars throughout the year. You don't want it to be too often. You don't want to give him an email every single day, but every few months or every few years, whatever it is, we want to let you know, you've hit a milestone and we truly appreciate your support. We would not be able to do our amazing work without you.

### **Keeping Donors Informed and Engaged**

📌 Let's talk about two more ways now to interact with your donors. Number one is of course telling them about what's happening in the organization. Hey, just wanted to drop you a line. Here is Michael he's 85 and he just benefited from shopping for seniors. And we're both sending you a quick video, just tell you thank you. Or Michael, doesn't want to be in a video, sending Mr. Smith an email just wanted to let you know, we have helped our 100th shopping for seniors senior today. And again, I just want to thank you so much. Just keeping them up to date, short, personal. We're not talking about a newsletter. We're not talking about that yet. We'll talk about that in the marketing module. Short, quick, one, two lines. These are not things that should take them a lot of time. And these are definitely not things that should take you a lot of time. So that's one, telling them and keeping them up to date about the organization and thanking them every time. And two is, Mr. Smith's daughter plays baseball let's say you saw an article in the news about some incredible girl's baseball team story. Send that over. Like, Hey, I just saw this article. I remembered you were telling me about your daughter playing baseball. Just wanted to check how's, everything going with the family. You don't even have to say thank you every single time, because that might be a little bit much but just checking in. Again, things that interest them, you happen to know they like traveling. You see the interesting YouTube video about most interesting places to travel in the world. You send it over. Hey, Mr. Smith, this came up randomly in my newsfeed yesterday. Was thinking about you because you love traveling thought you might like it and that's it, it just keeps that relationship going. These are various ways that you can interact with your donors throughout the year and tell them, thank you.

### **Importance of Follow-Up**

📌 I like to end with a story that happens way more often than you'd actually think. Many, many people, the last time you'll interact with your donor, you'll go to your messages is the last time you asked them for money and nothing in between. Many times donors don't even get an initial thank you. Or the initial, thank you they'll get is just the automatic thank you and that's it. They never heard from anyone. Even with an \$18 donor, I do my best to shoot them an email. Just says, Hey, just received your donation. Thank you so much. That took me what three seconds.

And it made them feel so seen and appreciated, and that they really are making a difference that there's a person in this nonprofit. They're not just giving their money to some faceless organization. Ending with a story of someone who I worked with who received a significant four-digit donation. Pledge after a meeting. Not only did they never send a thank you email. Not only did they never follow up with this donor. They never even received the gift because they never followed up. They never told the donor how to make good on their pledge. The donor was ready to give, they loved what they were saying, and they just never actually did the work that's needed. So everything I'm telling you right now is quite important and most important again, is respecting your donors' time and their money and respecting your nonprofit and your own personal time. This is very important work that you're doing. And again, the Gladys and Michaels of the world and shopping for seniors or the Bob and Mary's of the world that are benefiting from your nonprofit deserve the best.

## Module 4:11

### Transcript on Unrestricted and Restricted Gifts

#### Introduction to Unrestricted and Restricted Gifts

📌 📌 📌 📌 📌 We're going to talk now about unrestricted gifts and restricted gifts. Unrestricted gifts are when you're just making a general donation to your organization. And that's wonderful because there's no strings attached to the donation. You can do whatever you want with it within the organization. The money can go anywhere, and that's phenomenal. There are a lot of pros to that.

#### Understanding Restricted Gifts

📌 With a restricted gift, however, if they're giving their money specifically towards scholarships for teenagers, ages 16 to 18, then if you don't have any teenagers that are 16 to 18, you can never really use that gift. On the flip side, of course, asking someone for a general donation is not nearly as specific and therefore not nearly as enticing as when you ask for something specific. If you say we have 16 to 18-year-olds who need scholarships and we don't have any



donors covering that age bracket and you ask for that, and she says, "Oh my gosh, for sure," then she's all in on that concept. And so there are pros and cons to both restricted and unrestricted donations.

### **When to Ask for Unrestricted Gifts**

📌 An unrestricted donation is typically for a donor who either knows you really well or knows your nonprofit really, really well, or both. And so they are completely trusting with their money and they don't need to know exactly where it's going. They're all in on your nonprofit in general or on you in general. Another place you might ask for an unrestricted donation is in a grant. A grant, oftentimes, they're just looking to support the nonprofit overall. However, some grants actually will only give towards restricted gifts, so you'll read the grant guidelines. We'll talk about that in the next module.

### **When to Ask for Restricted Gifts**

📌 A restricted gift, something for something specific, is from someone who doesn't yet know your nonprofit as well and wants to know exactly where their money is going. Or you have researched this donor, or you've been talking with this donor a couple of times already, and you know that they're very passionate about X. They're very passionate about a specific aspect that you think will align with your nonprofit. And so therefore, you're going to want to ask for that specific thing because you're going to have a much higher chance of them saying yes.

### **Examples of Sponsorship Opportunities**

📌 Having said that, here are some examples of things that you could sponsor. Now, not everyone likes to have their name on things. They might want to be anonymous, but you can still ask them to sponsor something specific, even if they're going to be anonymous. And it can always be in memory of someone or to honor someone else. You can even give them ideas if they haven't thought of that.

#### **Brick and Mortar Sponsorship**

📌 One easy one is brick and mortar. If you're having a building or you're building a classroom or you're building anything physical as part of your nonprofit, that can easily have a plaque with their name. Or again, not their name, anonymous or in honor of, or even just an inspiring saying that they get to choose will be on that plaque.

#### **Program Sponsorship**

📌 Number two is obviously a specific program. So if you're running a teen organization, you have your evening programs, you have your weekend trips, you have your summer camps. Each program can have a naming or an aspect of sponsorship. And even within the program, there might be, if you have a camp, each day could be a different sponsor.



## Digital Assets Sponsorship

📌 Number three are your digital assets. So that might be the naming of the website, that might be the naming of your monthly newsletter, it might be the naming of videos that you upload to YouTube. Each video at the beginning has a few seconds of you talking: "This video is sponsored by X in memory of X." Easy, doesn't even cost you anything. So those are the three types of sponsorships that are easy and quick. Could be in your nonprofit, you have even more unique ones, but those are three that typically cover everything.

## Clarifying Sponsorship Duration

📌 Now, when you're asking someone to sponsor or name something, and they're literally sponsoring that thing, make sure to be super clear about how long they're naming it for. Because let's say they name it this year for \$1,500 and that's amazing, but they don't have that for life. Make sure that it's clear that it's an annual sponsorship opportunity. It's annual naming rights and then in a year from now, you'll reach back out to them. You say, "I'm curious if you'd like to continue sponsoring this program so that we can continue it." And make sure that's very clear.

## Pledge Documents

📌 If there's an actual naming sponsorship, I highly recommend you create something called a pledge document. That doesn't have to be anything too formal. It can just be in your original email to them. As we had talked about, thanking them for the meeting, reminding them of the pledge. In that email, you could say, "Thank you so much for naming our website and your pledge of \$1,500 for this annual sponsorship. Looking forward to creating great things together," and just somewhere in there have that word "annual" or "yearly." So it's very clear that this is going to be for one year.

## Long-Term Sponsorships

📌 Unless this is typically more high-level fundraising and might not be as relevant to you, but if you're having a conversation with someone about a ten-year sponsorship that is six or seven digits, then that could be an opportunity as well. I'm just thinking of a quick story. I met with a donor who had just exited with his company and made hundreds of millions of dollars. We were talking about a seven-year gift. It was going to be \$100k a year for seven years, and he was going to name the entire program. He wanted to be anonymous, but he was going to sponsor that entire program. In the end, we discussed it and determined together that this would be better to do as a three-year commitment, a three-year gift, and then we'll take it from there. Even in that conversation, it was very clear that they're giving for three years, they're sponsoring it for three years. And then after three years, it can be up for grabs for someone else to sponsor it.

# Module 4:12

## Planning Out Your Year

### Introduction to Income Sources

• • • • • Now we're going to talk about planning out your year. So let's talk about the various types of income that you have to your organization. Number one is, of course, earned income. That might be fees or tuition. That's not really fundraised dollars. But you're going to have individual donors, of course. You're going to have grants, which we're really going to talk about in the next module. You're going to have government grants. Now I would not spend too much time on the government website, you can look up what it is in your country and in America it's grants.gov. Most likely, if you're a startup nonprofit, you won't be eligible for what they're offering. And you're going to be competing with who knows how many dozens or hundreds of other nonprofits for the same grant, but it doesn't hurt to take a look at it.

### Peer-to-Peer Fundraising and Corporate Sponsorships

• • • • • And then, of course, you're going to have your peer-to-peer fundraising. Peer-to-peer is when you have a crowdfunding and you have lots of people all raising small amounts of money for your organization. And the last and the fifth one is corporate sponsors. What are corporate sponsorships? Corporate sponsorships are, let's say you're having a breakfast event and you want coffee for the event. You go to your local Starbucks. Print it out that you are a 501C3. You show them the event and you say, Hey, would you be open to sponsoring the coffee for our event. That is called a corporate sponsorship. Chains do this. Starbucks does this. I know someone who ran an entire event, literally thousands and thousands of dollars worth event all corporate sponsored, literally they called up POM pomegranate juice in America and they got 700 bottles donated like that on a phone call, right? It's not always so easy of course, but ultimately these big companies oftentimes have corporate sponsorship policies and they're more than happy to help as well as small stores and they're in your local community. Maybe their name is on one of those big banners at the event or on your t-shirt or you just give them a shout out. Whatever it is, everyone likes to help and corporate sponsorship is a great way to boost your non-profits dollars and diversify the revenue.

### Planning Your Annual Fundraising

• Now you're planning ahead and you're planning your year. Our goal this year is to raise \$250,000. So start breaking that up into each one. We're looking to raise \$30,000 in grants.

We're imagining a hundred thousand dollars in our peer-to-peer. We want \$5,000 in corporate sponsorships and all of the rest is going to be in individual and in grants. You want to really look at your whole year. And of course it might not always work out this way but break it down into how much money you're going to be raising from individual, from grants, etc., that will help you give structure to the year. So you're not just trying to figure out what to do.

## **Structuring Fundraising Events**

📌 Then planning at your year, okay, we want to raise \$120,000 from individuals. How are we going to do that? So you start looking, we're going to have four different fundraising events throughout the year. Now, again, fundraising events don't have to be huge and expensive. Ultimately it's better to think in the box than out of the box. Reach out to your A-level donors, see if they'd be open to hosting something in their house or in their backyard, or maybe to set something local that is not over the top. It could be nice. And say, our goal for each of these four fundraising events is to raise \$30,000. That will also help give you structure when you walk into sort of into this event and you're telling people we need to raise \$3,000 because if we don't then our quarter million dollar budget will fall apart. We're going to have to fire people. We're not going to be able to help as many people. Going back to the M Right. Motivating people to that sense of urgency. So recapping so far, we know how much money we want to raise for this upcoming year. We have our different types of revenue or different types of money coming in.

## **Detailed Planning for Donations**

📌 We're now mapping out, how am I going to reach that number for each type? \$120,000 from individual donations. We're going to have four different parlor meetings with a goal of \$30,000 at each one. Each one is going to have 15 people and we're going to be asking each person for \$2,000. Boom. You've already got a great strategy. That's helping you build your year. Along those lines, 30% of donations, at least in America, happen in December. That is a lot, people give towards the end of the year because that's when they're doing their taxes. And so thinking about having events in November or December or something called Giving Tuesday, which is the Tuesday right after Thanksgiving can be crucial for your organization. You also have to think about the fact that everyone is doing it then, but on the flip side, if everyone is doing it, then so should you. So it could be a very wise idea to have those parlor meetings mid to end November or early December when people are in that mindset of giving.

## **Planning for Individual Donors**

📌 Now let's think about planning for individual donors. You're most likely going to only have an actual strategy for your A-level donors, maybe your B-level donors as well. And so you put Bob Smith, you have January, February, March, April, May all the way through December in January, send an email wishing him a happy new year. February, it's his birthday, make sure to send the birthday email. You literally map out the year, building up the relationship towards the ask. What month are you making the ask, typically a year after the last time you met him for an ask or unless it's your first-time ask. And then again, continued on sending them end-of-the-year

report. Hey, it's December, just want to let you know, we could not be here without you. Here are seven quick bullet points of what we've accomplished this year thanks to you. You map out your year with this individual donor, and that might be in May, ask Bob Smith if he'll host our parlor meeting in November or invite Bob Smith to our parlor meeting in November. The idea here is making sure that you are interacting with the donor throughout the year, and you have an actual strategy for them.

## Module 4:13

### Recurring Donations

#### Introduction to Recurring Donations



Recurring donations are exactly what they sound like: people giving on a monthly basis. These are typically small donations, with research showing an average amount of \$19. This amount is considered the most you can get without it sounding too much.

#### Goal of Recurring Donations

The goal for recurring donations is to start creating a culture of giving within your nonprofit. You're not asking your A-level and B-level donors to be part of this monthly giving, but C-level donors or anyone benefiting from your nonprofit can become part of this monthly giving program.

#### Benefits of Small Monthly Donations

Even if it's \$5 a month, it adds up. Many people can give \$5 a month, and it starts creating a culture of giving back to the program they benefited from or believe in. Over the years, these dollars really add up. If you have a thousand people giving \$5 a month, that's \$5,000 a month in recurring revenue.

#### Long-Term Impact

These small donations create a buzz and allow people to interact with your nonprofit without it costing them much. It can lead to significant built-up revenue for your nonprofit over time. These are people who care about your goal, and you never know—some might become your biggest

donors or ambassadors for your peer-to-peer crowdfunding campaign in the future. They might introduce you to your next biggest donor because they believe in what you're doing.

## **Creating a Recurring Donation Plan**

Your recurring donation plan should not be the same button as the regular donate button on your website. There should be a separate call to action inviting people to join an exclusive society or inner circle. It should have its own webpage.

### **Example: Inner Circle**

For example, you could have a page called "Inner Circle: Shopping for Seniors." The call to action might be "Join the Inner Circle." When clicked, it opens up in a new tab and explains the benefits of joining this group.

### **Benefits of Joining**

For \$5 a month, donors can help 12 seniors over the year, know they are supporting something great every month, change the world for the better one senior at a time, and be invited to a behind-the-scenes annual Zoom event.

## **Creativity in Recurring Donation Plans**

You can Google other websites for ideas or use AI like ChatGPT for creative suggestions. There is a lot of room for fun and creativity in creating a recurring donation plan, and it really adds up over the years.

# **Module 4:14**

## **Transcript: Who Are You Missing in Your Database?**

### **Introduction**

This segment is titled, "Who are you missing in your database?" Think about the people who are benefiting from your nonprofit. Think about your donors.

### **Motivation and Connection**

- Are they here?
- Why are they coming to your nonprofit?
- What motivates them to come?
- Why are these people donating to you?
- The more curious you get about the people involved in your nonprofit, both the beneficiaries and the donors, the more you are going to be able to learn about how they can help the nonprofit.
- Anyone who appreciates your nonprofit, you can ask them either for support or to connect you with someone who can support because they love what you do.
- Asking the donor why he or she donates will make them feel incredible and give them an opportunity to share with you why it is that they're so motivated and passionate to support your goal and your mission.

### **Using Your Database**

- Look through your database again.
- You can use Hatch AI.
- You can just Google around to find out who these people might be within your database or ask around.
- Ask the people literally who come to your events, to your programming.
- Oftentimes you're going to find gems, you're gonna find people who, like, "Wow, I did not think that you would be so open to supporting" or, "Wow, I didn't know that you were best friends with Bill Gates. Maybe you could introduce us."

### **LYBUNT and SYBUNT Donors**

- There's a term called LYBUNT. LYBUNT stands for last year, but unfortunately not this year. It's a very weird acronym, but that is the term in fundraising.
- It should be lybunt but it's lybunt.
- And Sybunt: some years, but unfortunately not this year.
- Look into your database of who gave last year, but unfortunately not this year and learn about why.
- Did they just miss your email?
- Have you not been stewarding them?
- If they gave a few years ago, a Sybunt, start trying to re-engage them. If they're of capacity and it's worth it for you to spend the time, start checking into why did they give a few years ago and not this year?

### **New Donors**

- Get to know why a new donor gave.
- It might've been someone from out of state or a different country and they made a donation and you're like, "Huh? That person just made a \$250 donation. I don't even know who this person is."

- Get really curious. Get on the phone with them and say, "Hey, I just saw you made a donation. Thank you so much. Nice to meet you, Cheryl. My name is Akiva. I would love to know why it is that you decided to make a donation to our cause."
- Learn about that. This person might be your next biggest donor and you would have had no idea had you not gotten really curious.

### **Observing Potential Donors**

- Be observant about what is happening with people in your area or online.
- See who's doing fancy renovations to their house, who just got a really nice new car, who just got a promotion at work or their business is going public.
- And they're in your database.
- These are people that it definitely makes sense to start reaching out to them and reminding them about the incredible work that your nonprofit does and would they be interested in having a conversation about possibly supporting it?

## Module 4:15

### Transcript: Peer-to-Peer Fundraising with Tom Eisenman from CauseMatch

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#### Introduction



Akiva: We are joined by Tom Eisenman from CauseMatch. Tom, great to have you here.

Tom Eisenman: Thanks so much for having me.

Akiva: An absolute leader in this field of peer-to-peer fundraising.

Tom: You're making me blush.

Akiva: Really excited to ask you a whole lot of questions here to help our nonprofits. Here at Nonprofit Navigator to navigate. What does it look like to run a peer-to-peer fundraising campaign? So maybe take one or two minutes. Explain to us what is a peer-to-peer fundraising campaign.

Tom: Yeah, sure. So, first of all, before I go to peer-to-peer, you want to take a step back and talk about what is crowdfunding.

## Crowdfunding and Peer-to-Peer Fundraising



Tom: So the idea of crowdfunding very simply is raising funds from the crowds. Hence the name, not so complicated. But really what you're mainly focusing on is the small to medium-sized donations. What we do at CauseMatch is we focus mainly on giving days, taking 24, 48, 72 hours maximum, and let the crowd know we're looking to raise a certain amount. Somebody can come to the page, see how much money has been raised, how much time is left, what the goal is, and who's donated.

Tom: Peer-to-peer is when we work with volunteers, parents, staff, and community members, getting each one to take on personal fundraising goals, reaching out to friends and family.

Akiva: So that explains what a crowdfunding campaign is and what a peer-to-peer funding campaign is.

## Peer-to-Peer vs. Crowdfunding



Akiva: Would you recommend doing a peer-to-peer campaign over just a regular crowdfunding or maybe walk us through the pros and cons of each?

Tom: Every single day of the week, I would recommend doing a peer-to-peer over just a crowdfunding. Even during a tragedy campaign, we see higher donations with peer-to-peer because people give because the right person asked them.

## Timing for Peer-to-Peer Campaigns



Akiva: When is the right time to run a peer-to-peer campaign?

Tom: Timing depends on the ambassadors and the organization's journey. Generally, it's not right at the beginning. You want to have given something to the community. Timing also depends on your ambassadors' availability and when it's good for them.

## Setting Goals for Campaigns



Akiva: How does one set realistic goals and objectives for their campaign?



Tom: We typically don't make campaign goals public until two days before going live. We work backwards from the pledges of your ambassadors and historical data, aiming for about 80% of funds to come from ambassadors.

## **Recruiting Ambassadors**



Akiva: How do we recruit ambassadors?

Tom: One word answer: FOMO (Fear of Missing Out). Create excitement and rally events to build hype and get buy-in from ambassadors.

## **Offering Incentives**



Akiva: Do you offer incentives to ambassadors?

Tom: We believe in rewards, not incentives. First, get ambassadors to buy in because they believe in the cause, then offer fun swag as rewards during the campaign.

## **Matchers in Campaigns**



Akiva: Tell us about matchers in campaigns.

Tom: Matchers are large donors who agree to match donations. This encourages larger donations from smaller donors as well, seeing their contributions doubled or tripled.

## **Promoting the Campaign**



Akiva: What are the most effective ways to promote the campaign?

Tom: The number one way is to inspire your ambassadors. Equip them with the tools and confidence they need. Retargeted ads on social media can also be effective.

## **Post-Campaign Best Practices**



Akiva: What are the best practices post-campaign?

Tom: Thank your donors and fundraisers personally. Send gifts or updates on how their contribution has made an impact. Regularly update them throughout the year to maintain engagement.

### **Common Challenges**



Akiva: What are some common challenges with peer-to-peer fundraising and how can they be overcome?

Tom: The biggest challenge is recruiting and maintaining ambassadors. Build strong relationships with them and make sure they feel appreciated.

### **Why CauseMatch**



Akiva: Why CauseMatch?

Tom: Our technology is data-driven, tracking every interaction to improve campaign performance. We offer dedicated customer service and coaching to ensure campaign success.

### **Conclusion**



Akiva: Tom, thank you so much for that. Awesome.

Tom: Thank you so much.

## **Module 4:16**

### **Leveraging Your Board for Fundraising**

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Let's not forget about one of the most powerful assets that you have, which is your board. Now, not all boards are very active, but they can be a very powerful tool that you have in your tool belt in terms of fundraising. So let's run through a few items that you could really utilize

your board, and I've seen non-profits that don't utilize their board at all. And they should; it could really help the nonprofit.

### **Networking Through Your Board**

• • • • • Number one is networking through your board. Your board definitely will know people that you do not know who could come on and potentially support your nonprofit, or they might know people who run other nonprofits that are in a similar space and there might be some great partnership opportunities there.

### **Speaking Engagements and Webinars**

Number two: Your board members could run a webinar or speak about the topic in a completely different social setting than you might ever be at. They might be at their country club and ask for five minutes to talk about your nonprofit. If they do something like that, don't forget CTA (call to action). They shouldn't just give five minutes about shopping for seniors. They should give five minutes about shopping for seniors and end off with:

- "Everyone, scan this QR code if you'd like to be in touch with shopping for seniors and make a new donation."
- "Scan this QR code if you know of a senior who could benefit from it."
- "Sign up for their newsletter," or whatever it is that enables you now as the nonprofit director to take the next step and be in touch with them for a donation, for corporate sponsorship, or maybe just to help them sign up their mother-in-law who could use this service. Whatever the call to action is.

### **Social Media and Marketing**

Number three: A similar idea of marketing is they could be posting on their social media statuses, or they could be wearing your swag, or whatever that might be. They could, again, help you spread the word.

## **Module 4:17**

• • • • Okay. To summarize this module, don't worry. None of the other modules are going to be this long. Just going to be. , we're just going to say a few last points here.

Number one. So like we said, talked about the fundraisers mindset. Okay. There's really only two things you need to be in order to be a fundraiser.

One is to be authentic, . To be aligned, there's an alignment between you and your nonprofit, right. Between you and what you're trying to create here in this world and help other people with. And there's an alignment between that concept. Again, let's take a shopping for seniors and the donor that you're meeting with.

Right. Remember, we talked about four different kinds of donors. Are they aligned with you for who you are? Are they aligned with the cause? right. The nonprofit cause are they aligned because they benefit from it some way or are they aligned because of geographic area or maybe they're aligned in some other way?

I haven't thought of, but there is an alignment and when there's an alignment, It doesn't have to be any uncomfortableness when you're asking them for donation, because you're literally giving them the opportunity that they love to do. Anyways. You're just happened to be the person bringing that opportunity to them. And so one is just building and building that authenticity and that alignment.

And two is the ability to ask. And it's literally just that. I've met people who have learned all of these things, but haven't been able to take that leap and just ask and that's all you have to do. Just ask, you can practice with someone you can.

Role-play very, very, very, very helpful, especially at the beginning. That will make you be able to be the fundraiser that your nonprofit so much needs and that the people who are benefiting from your nonprofit so much need.

We're going to throw it a few additional fundraising pieces here now.

Okay. One is, you're just starting off, right? You're about to start asking people for money. So get your feet wet. Okay. , it doesn't even have to be a donation right now. Let's say, you're going to meet with someone. Okay. You're a nonprofit navigator coach says, all right, this is the week you're going to start meeting with people.

You can just ask for a general donation. You can even say, or a general pledge. You can say, Hey, I'm, I'm building up my nonprofit. It's really exciting. I was wondering if you would be open to making a donation at some point over the next few months as I get things started or over the next few weeks as I get things started. That way, it gives them a very easy out. You're not asking for a specific amount.

There's no uncomfortableness, even though we just said that there shouldn't be anyways, but I understand that. Of course, there can be for you in the beginning. And so that's a really good kind of a, softball, a beginning for you to get started. Just get some pledges in the door. People say, oh, of course I'd love to support that.

You know, it might not be so much, but I'll do my best. And that will just really get your feet wet. Uh, number two reminder for when you're having these meetings, this is a conversation, not a presentation, right? You're not going there and say, okay, I'd like to tell you all about my nonprofit now, looking down at your notes and talking for five minutes straight. There's a con every 30 to 60 seconds, you should be pausing and either saying, what do you think about that?

Or have you ever had anything like that or, or, you know, there's a conversation here. You, you should never be talking for more than two minutes straight. Again, it's not a speech, it's not a presentation. Unless of course you are making a presentation in a parlor meeting where people are sitting and listening to you.

But if it's a one-on-one meeting, it's a conversation. Number three is a, maybe we'll get you a maybe answer. I hear this all the time at the beginning of fundraising. would you maybe, perhaps be kind of, sort of open to making a donation? Like no. Alignment. This is your incredible nonprofit that you were helping so many people with and they are interested in that.

Otherwise you wouldn't be meeting with them. They wouldn't be meeting with you. So get those maybes outdoor. It will take some practice, but be very firm and confident with what you're doing.

Number four reminder

that. What you asked for, if it's a major donor, if it's a major, major nation will oftentimes lock their mindset in to, this is how much I give to the nonprofit. Right. Especially if it's someone more philanthropic. Oh, 1800 dollars?. Sure. I'll happy to give you \$1,800. And then they're giving you \$1,800 in a year from now as well.

And it's going to be very hard for you to break that cycle of, well, this is what I gave last year and your, , And that's just what I'm giving to you this year. And so some ways around that are first of all, ask high, you're never going to ask too high, like we said. And so if you think they can give \$1,800, ask for \$5,000. They might say but at least they know, where you're coming from.

And so when you come to them next time for a donation, say, listen, I know last year we discussed \$5,000 and it wasn't on the table for you then. And we're so appreciative of your \$1,800 gift. Would you be open to making a \$5,000 donation this year? It already sets the bar for we're aiming higher. My friend, we want you to be on a higher level giver for us.

In general, when you're making that ask it's on a yearly basis, rarely. Is there an opportunity in between yearly to ask for donation, smaller donations yes, but not something too major. And so be taking those notes down. I asked him for \$5,000. He said yes to \$1,800 because in a year from now, you're going to be wanting to look back at those notes. Another tip on how to have someone move from an \$1,800 donation.

Let's say you asked for \$5,000 and you're like, wow, I'm really high balling it. And they said, sure, \$5,000. and you're like, oh my gosh. And then next year you really want to ask them for 10,000, but you're afraid that they might lock in for 5,000. And so you can always be honest with the donor and say, listen, you know, , last year, you gave 5,000.

It was so incredible. We're wondering if you'd be able to double that for this year. but a tip on that is to give them something new to support, right? If they just gave \$5,000 to your donation as a general donation. Now you're saying, listen, we have this new project. , it's X, Y, and Z really paint the picture.

Remember emotion, emotion, emotion, you build it up for them. You're like, , and this is a \$50,000 project. We're wondering if you could move from 5,000 to \$10,000 to help us really get it going. And that will be a much more powerful ask.

And again, like we said, in case they say no, learn and improve from those rejections, literally ask them, they totally understand. You know, you might say what under what circumstances, would a donation be possible? Like we had talked about earlier, but if there's still say no, say sure. I totally understand.

I'm just curious. Does this just not align with what you're looking to do right now? , was it something about my pitch? , was it something about how I building things? Was it a budget issue really learn because they might say, yeah, there was a really, you know, you didn't present, well, I've heard fundraisers say that to me.

Right. And that's an opportunity for them to work on their pitch. They might say the details. Weren't clear. I don't, I'm not sure how you're going to be using my money if I made a donation. And that might open you up to opportunity and say, Hey, you know, I totally get that. Can I meet with my board to work on it and come back to you in a few weeks or a few months for a potential donation then, and they might say yes, right.

They might say, listen, I love what you're doing. I just can't. Give right now I'm tapped out and you may say, no worries. I totally understand. Would you like me to follow up with you? in let's say three or six months. Anytime. You're asking for more information about why they're saying no, you're always going to come out stronger and, and it'll give you a more clear path as to what to do next. Remember dream big, start small. You'll be. able to build an empire.

• • • • • That was the longest module we have. As you know, none of the modules till now were this long, none of the modules from now on will be this long at all. All this is obviously the meat. Meat and potatoes of the entire course. I hope that you learned something new and now it is time to take that knowledge and turn it into action. By the time you get to module five and you can work with your coach in this, it is time to start fundraising

the money that your nonprofit really needs in order to either get started or to continue, or wherever you are in your nonprofit journey. It's time to pick up the phone or get on that keyboard, start reaching out to potential donors and ask for those donations wishing you best of luck with that.

And I'll see you in the next module.