

Fired-Up Fundraising: Turn Your Board's Passion into Action!



Guidestar Webinar

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Speakers



- Gail Perry, MBA, CFRE, and Author, *Fired-Up Fundraising*



- Diana Hand, Marketing Manager, GuideStar USA, Inc. (moderator)



The Fired-Up System: Phase 1



Phase One: Fire Up Your Board *About the Cause*



7 Steps to A Fired-Up Board



1. Personal story
2. Why is it important?
3. Mission moments
4. Interesting meetings
5. Give them what they want.
6. Social time.
7. Action items.



A photograph of two men in business suits engaged in a conversation at what appears to be a social or professional gathering. The man on the left is younger with dark hair, and the man on the right is older with grey hair. They are both holding glasses. In the background, other people are visible, including a smiling woman in a red and black patterned dress. The text "Why Do You Care About Our Organization?" is overlaid in white, bold font across the center of the image.

**Why Do You Care About
Our Organization?**

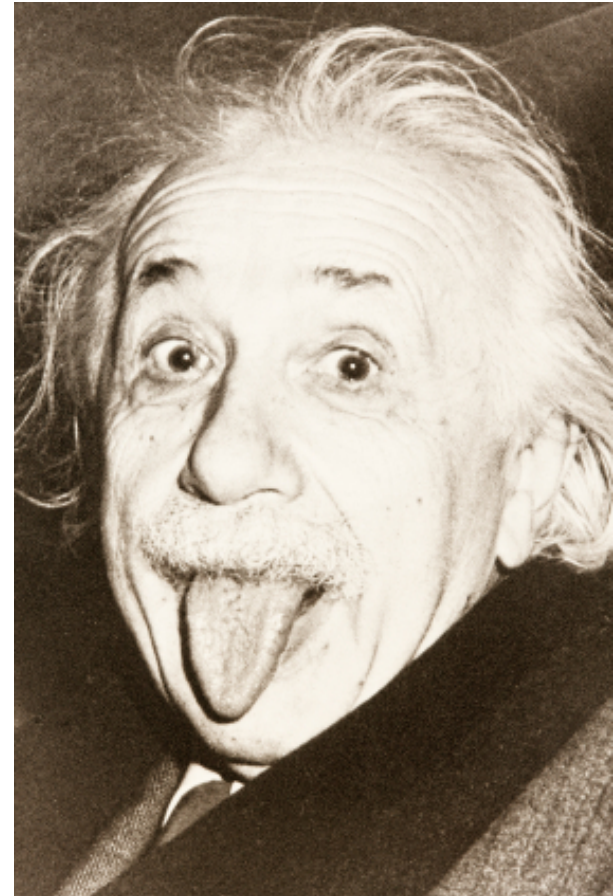


Four Parts to the Elevator Speech

Step 1. What You Say

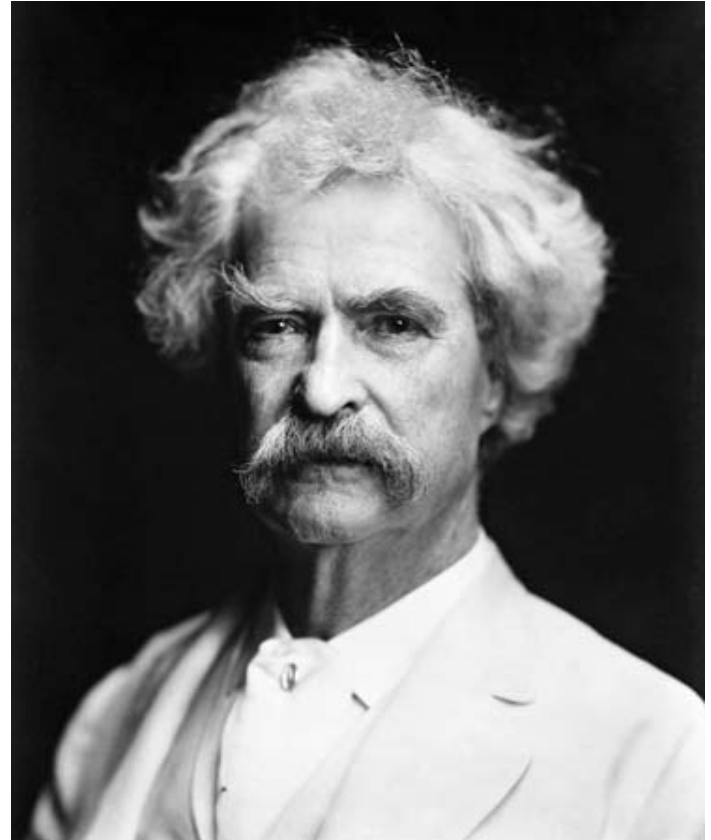
“If you can’t
explain it simply,
you don’t
understand it well
enough.”

Einstein



“I didn't have
time to write a
short letter,
so
I wrote a long
one instead.

~Mark Twain



Step Two: HOW You Say It!



SNEEZE (the Viral Message) Wherever You Go!



Step 3: Invite Feedback



“What are YOUR impressions?”



Step 4: Request for Followup



What kind of followup requests can you make?

Great Results!

“Gail, I am putting some of your ideas into action....

At our last Trustee meeting, I asked, **“What legacy do you want to leave from serving on this board?”**

Well, you would have thought I had opened the flood gates. One man told us about his cousin in hospice . . . and how we helped his family through that terrible time.

This turned out to be the best meeting we've had so far on with this group in the last 3 years!

This is a wonderful and satisfying change for the better.”

Laurie Taylor, Lower Cape Fear Hospice Foundation

A Deep Discussion



Where Does Our Money Go?



#3 Mission Moments:

Give Board Members a Direct Personal Experience



A Word About Nonprofit BOARDS

Is This Your Board?

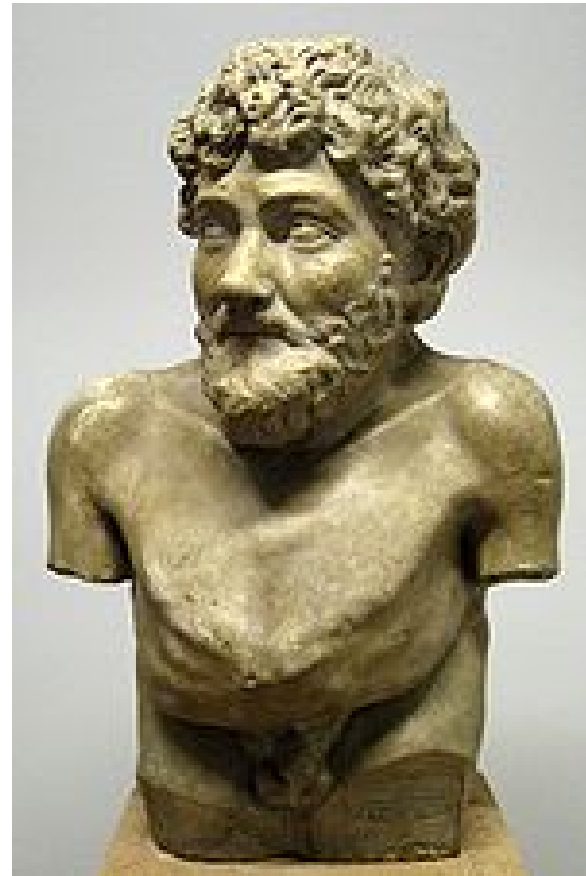




Is This Your Board?

“After all is said
and done,
more is said
than done.”

--Aesop

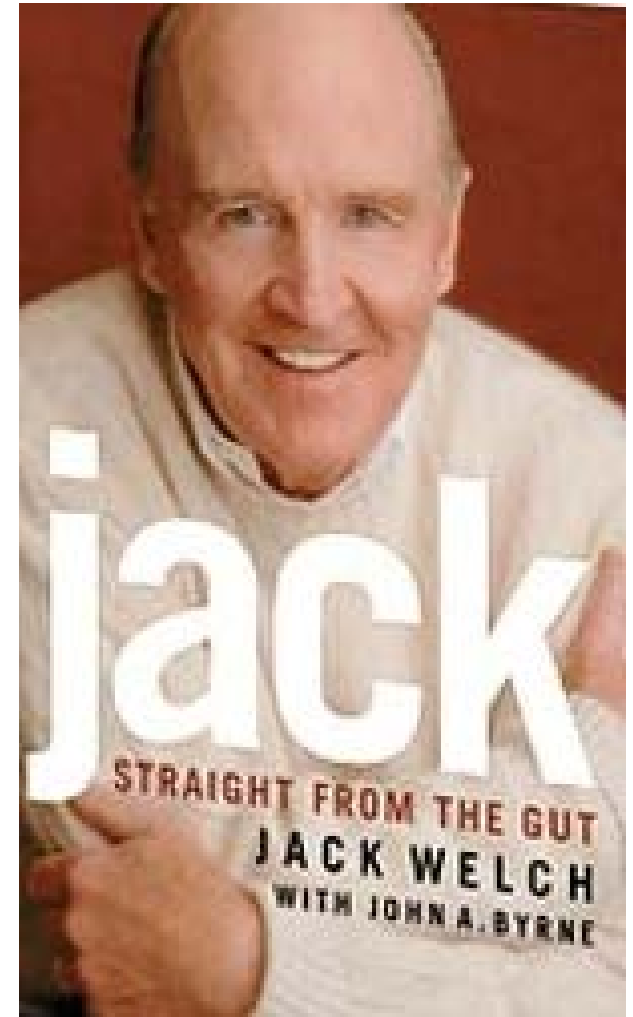


Your Board?



“If the rate of change
on the outside
exceeds
the rate of change on
the inside,
the end is near.”

Jack Welch



Boring Meetings = A Bored Board



#4 Liven Up Your Board Meetings



NOT Business As Usual



12 Ways To Liven Up Your Board Meeting

1. Focus on results.
2. Be creative with the agenda.
3. Focus on problems, challenges, broad issues.
4. Look at trends within routine reports
5. Plan big.
6. Cheerleading sessions.

12 Ways To Liven Up Your Board Meeting



7. Use consent agendas
8. Interview the Executive Director
9. Set up one interesting item for a discussion
10. Select a theme for each meeting
11. Create “mission moments” in every board meeting.
12. Break into groups.



#5

Give Them What They Want

What Do Board Members Want?



To get their
hands dirty.



What Do Board Members Want?



To work with people who are as passionate and excited about the organization as they are.



What Do Board Members Want?



To feel that
their time is
used wisely.



What Do Board Members Want?

To meet the other board members.



7 Steps to A Fired-Up Board



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#6 Give Them Social Time



Social Time For Board Members Builds Trust and Collegiality

And TEAM



The Five Dysfunctions of a Team



1. Absence of Trust
2. Fear of Conflict
3. Lack of Commitment
4. Avoidance of Accountability
5. Inattention to Results

Group Process



**A Nonprofit Board Needs
to Function as a Team**

Peer Pressure: The Best Motivator



#7 Focus Them on Action Items



#7 Focus on Action!

- What is the board's' job?
- What is the job of individual board members?
- Rule of THREE!

7 Steps to A Fired-Up Board



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The Fired-Up System

Phase 2



Did Somebody Say the “F-Word?”

g



Myths: Is This Your Definition of Fundraising?

g



Do You Think: Fundraising = Begging?



Do You Think Fundraising = Cold Calls?



Do You Think Fundraising = Rejection?



The Dark Side of Fundraising



Let Them Talk About Their Fear



How Do You Really Feel About Asking For Contributions?



The Dark Side:

“It never feels appropriate.”

“Believe it or not, I’m afraid of being rejected.”

“It just feels so tacky to ask for money.”

“This is what will happen; I’ll ask them for money, and they’ll turn right around and ask me.”

“My friends might drop me if I ask them for money!”



How Did You Feel The Last Time You Gave to Your **FAVORITE CAUSE?**



- Proud ... Joyful ...
Happy...Powerful ... Excited. . .
Hopeful
- Wish I could do more
- Part of something important
- Glad to be a partner
- Want to make a difference.



The Difference

Volunteers



Donors



The Dark Side and the Joyful Side of Fundraising

NO

Fear of
Fundraising

It's all about
MONEY

YES

Joy of Giving

It's all about
changing
the world

A Revolutionary Idea

**We'd Rather
Have
FRIENDS
Than Donors!**



**Friends Are
Loyal No
Matter What**



When the Going
Gets Tough, Where
Will Your Friends
Be?

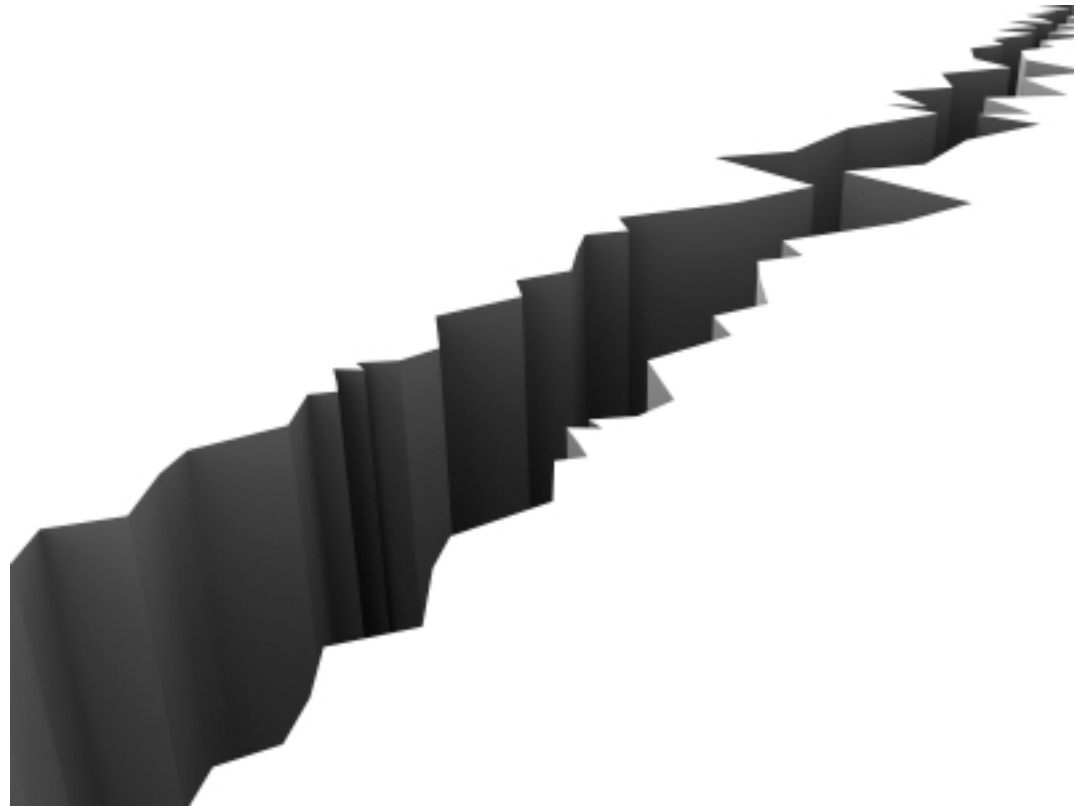


Re-Define Fundraising into Friendmaking



Fundraising's Dirty Little Secret: Waaaay Too Much Donor ATTRITION

**After their gift,
do your donors fall into
the “Donor Abyss?”**



Last Year Attrition Data



\$5.35 raised ↑

\$5.54 lost through attrition ↓

Avg. net loss = -1.9 percent.



AFP and the Urban Institute, 8/30/11

3 Things Donors Want



- Prompt, Personal TY
- Impact?
- Used as Intended?
- 93% would give again

Donor Centered Fundraising,
Penelope Burk

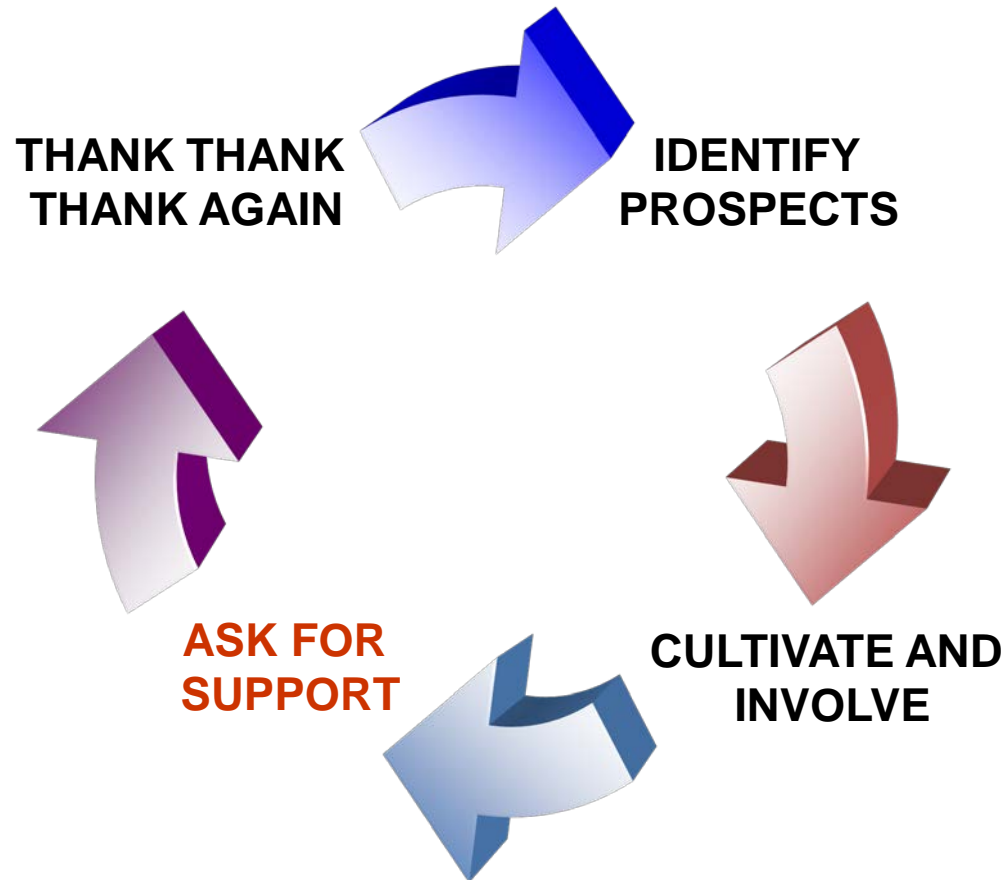


Thank You Calls To Donors

Will Directly Impact the Bottom Line

- Donors received a thank you phone call from a board members within 24 hours of receiving the gift.
- The next time they were solicited, **they gave 39%** more than the other donors who did not receive a call.
- After 14 months, **those called were giving 42%** more. Donor
Centered Fundraising, Penelope Burk

Steps in the Fundraising Adventure



The Fundraising Adventure

TIME AND ENERGY INVOLVED

in each step of the cycle



The Fired-Up System

Phase 3



Easy Fundraising Jobs

1. VIP Prospect List



Who are the 10 most important people who could catapult your organization's future?

Easy Fundraising Jobs

2. Advice Visits

- If you want **money**, ask for advice.
- If you want **advice**, ask for money.



Rules for Successful ADVICE VISITS

- Ask for a short appointment
- Never be boring
- Get out on time
- Let them do the talking
- When in doubt, shut up!
- Always followup



3. Small Socials



- 1. Board member hosts
- 2. Free to invitees
- 3. No ask



“It’s easy to get intimidated if you are asking someone for help. But inviting somebody to be part of something that you are proud of is easier.” —Diane Paces-Wiles, former board member

The All Important Follow Up Card



Name: _____

Address: _____

Email: _____

Phone: _____

What most interested me about your organization was:

I would like to:

1. _____ Join your mailing list
2. _____ Hold a small social or tour of my own
3. _____ Make a contribution
4. _____ Volunteer
5. _____ please call me at _____
6. Other _____

4. Host Sizzling Tours

- Board members invite their FRIENDS
- Board member welcomes
- Call the next day:
 - “What were your impressions?”

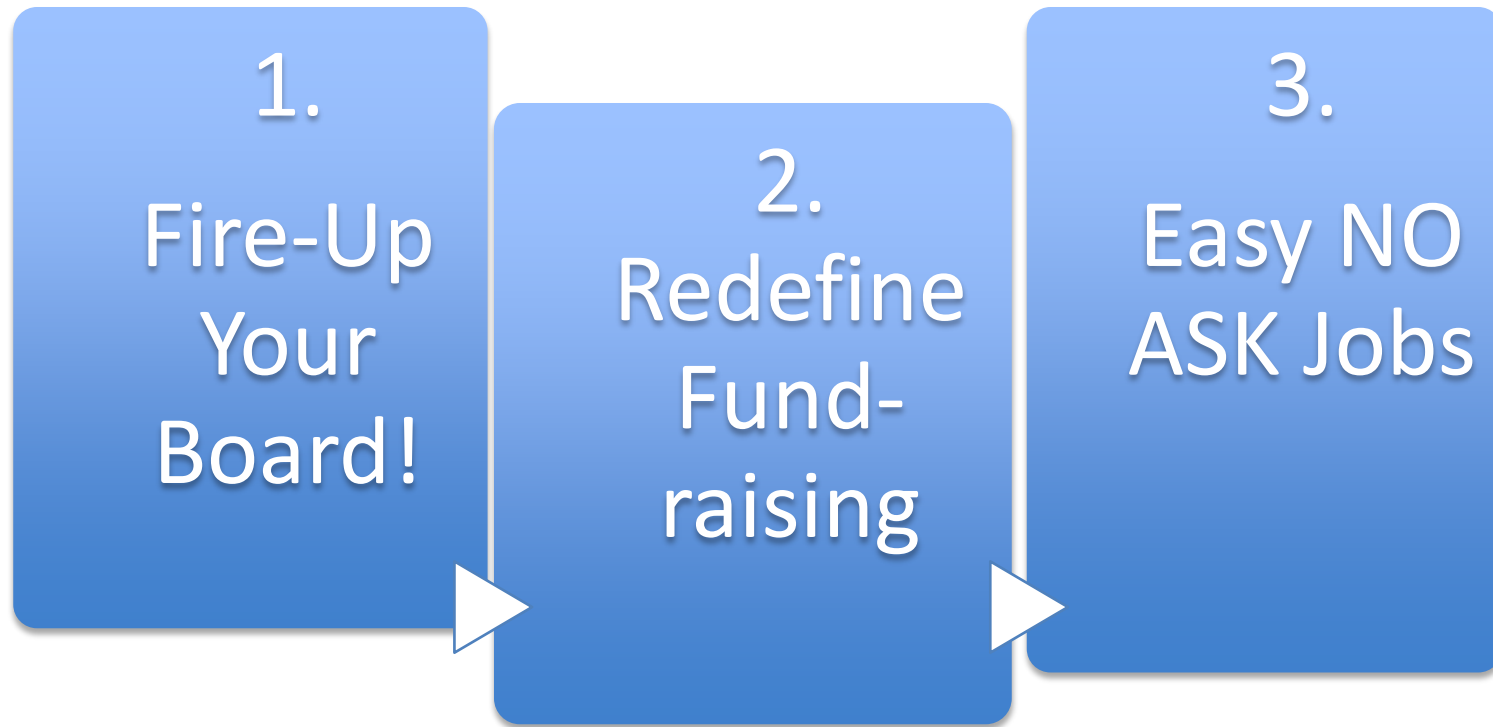


5. Thank You Calls To Donors

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The Fired-Up System



Resources and Free Fundraising Tools



- [20 EASY Ways Board Members Can Cultivate Donors](#)
- [10 Easy Ways Board Members Can Raise Money](#)
- [12 Ways to Liven Up Your Board Meetings —and Your Board](#)
- [Ten Basic Responsibilities of Nonprofit Boards](#)
- [The Board's Resource Development Committee Job Description](#)

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(every Friday)