Who is here?

Who is Lori?

• 25+ years as a communication strategist & fundraising coach

• Measurable: Since 2001 I’ve helped organizations raise more than $150 million from individual donors. And counting.

• Founder of the Ignited Online Fundraising Community - 2009
What does Lori do?

Speaking, Training, Webinars

Coaching for fundraising professionals

Being a part of this community reminds me to put into action all the things I’ve learned & don’t always use. It’s an incredible resource! ~ Debbie

Lynne Twist

Where we are heading
Write this down:
What is the largest financial gift you are comfortable asking for?

Why is asking for money so hard?

Money moves toward boldness and clarity of communication
Art of Asking

What, if anything, do you LIKE to ask for?
What makes it ok?

The Secret to Fundraising: Clear, Bold Communication

- Telling Your Story - Intro
- Asking – Take Action
- Maximize Relationships – Stay Relevant
- Managing Data

Art of Asking

What do you want supporters to do?
Art of Asking

What looks like resistance is often lack of clarity.

Art of Asking

Knowledge alone does not cause people to take action.
Art of Asking

The question is not about how to "get the money."

Rather the question is about our own relationship with money.

Three Toxic Myths of Scarcity

1. There’s never enough.

Three Toxic Myths of Scarcity

2. More is better
Three Toxic Myths of Scarcity

3. That's just the way it is

The Flow of Money

In 2011, $298.42 billion was contributed to charities in the United States.*

Breakdown of charitable giving:
• 5% from corporations
• 14% from foundations
• 81% from individuals (includes bequests)

*Source: Giving USA, June 2012

Money flows like water
Art of Asking

Think for a moment about the very first time you made a financial contribution.

Great Gaping Disconnect

What people want when they support a cause:
- To make a difference
- To feel personally connected to something greater than themselves
- To feel useful
- To get the warm glow of giving

~ Katya Andresen, Network for Good

Great Gaping Disconnect

What people get when they support a cause:
- A tax receipt
- Statistics, facts & figures
- A newsletter...sometimes
- An appeal to give (more) money

*There needs to be more of what people want in their experience with us.*
**Art of Asking**

**Funding Gap:**

What you project in expenses minus what you receive from contributions, ticket sales, United Way and other known sources.

**Gap Messages**

- Why you exist: The need for your organization
- Your Funding Gap
- Ticket sales, limited services
- One person example

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How does money given bring joy?

What is the impact of my gift?

"Fundraising consistent with the mission, will always produce enough money."
~ Lynne Twist
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Asking
Powerful contributions are made when:
People see that the work you are asking them to fund really makes a difference.

~ Lynne Twist: Fundraising From the Heart

Action Steps for Development of Major Gifts

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Art of Asking

Identify people who are:
• Passionate about your work
• Inspired and...
• Are excited/interested to know more

Opportunity Chart

Make a list:
• At least 10 names from different spokes on your Opportunity Chart
• People who know your organization well
• People who may have already given but you know could give more
Art of Asking

• Talk to them
• **Listen**
  • Internally: What do you know about their capacity?
  • Research: Google, Wealth Engine or other data research tools

**Exploration**

Art of Asking

• Personal call
• Meet for coffee
• Invite them to visit a program or have an engaging tour
• Invite them as a guest to a special event

**Cultivation/Engage**

Art of Asking

**Make a list:**
At least 5 “business as usual” type gatherings or events that could be used as donor cultivation opportunities

**Cultivation/Engage**
Invite Personally

- Delivered via the donor’s preferred medium
- Timed to the donor’s pace
- Focused on the donor’s self interest

Cultivation/Engage

Art of Asking

- Think of it as deepening the relationship, not the end result
- Nudging the inevitable
- Be prepared

Gift Solicitation

Raising More Money

Fundraising is a call to *conversation and relationship*. Not just a transactional act.
“Only ask the people who want to say yes.” — Terry Axelrod, founder Benevon

**Signs They Are Ready**

1. Do you know they are ready? How?
2. Specifically what will be asked for?
3. Does the donor have what you will be asking for?
4. What concerns might the donor have about saying “yes” to your request?
5. Why would the donor say “yes”?
6. Who will be asking?
7. Where will the ask take place?

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70% of donors say the value of their first gift is considerably less than they could have made at the time you asked.

Increasing Individual Donor Giving

• Ask for larger &/or multi-yr gifts.
• Visit donors in person to find out more about their giving capacity.
• Ask – in person.
• Throughout the year: show the impact of a larger gift.

Art of Asking

Expand your pool of askers:

• Former board
• Non-development staff
• Volunteers
• Donors
• Vendors
• Others?
Fundraising is deep, profound, relatedness.
~ Lynne Twist, The Soul of Money

Art of Asking

- What’s Working?
- What’s Missing?
- Share a story causing people to feel something & take action
- Listen

Ask #1
Ask Practice

Find a partner quickly

- Share with your partner who they are...which donor: One of the names on your list of prospects.
- Have a conversation AND invite a substantial financial gift
- Donor should say Yes at some point
- After one asks, the “donor” should give feedback about how it felt.
- Switch!

Debrief

Saying NO
Revisit:
What is the largest financial gift you are comfortable asking for?
Moving Forward

What will YOU do differently?

Creating Art: The act of taking personal responsibility, challenging the status quo, and changing people.

Go
Make something happen.

Resources

www.LoriJacobwith.com

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Coaching from Lori

Even with 30 years of experience I always learn something new.

Lori’s energy is contagious!

I SEE what’s possible!

Art of Asking

Thank you!

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