

WORKSHOP MODULES

Session 1 Relationship-Driven Fundraising & Finding Qualified Donors

The Cause Selling Cycle is a relationship-driven fundraising process that supports the process of seeking out potential donors who have a need, interest, and passion for your cause, assisting them to recognize and define that need, showing or demonstrating to them how your cause fulfills that need, and inspiring them to donate to your cause. The eight steps to successful fundraising in the Cause Selling Cycle represent your guide to a successful career in fundraising.

Key Takeaways:

- Identify the eight steps of the Cause Selling relationship-driven fundraising cycle.
- Qualify leads into prospects using the M.A.D.D.E.N. prospect qualification tool.
- Conduct effective prospect outreach to set yourself up for a strong first impression.

Session 2 Asking Questions, Listening Effectively, and Engaging Donors with Compelling Presentations

Fundamental questioning and listening can carry a fundraiser through the interview process with a donor, from the pre-ask meeting to the solicitation and throughout the stewardship process. Need Discovery, the art of asking questions and listening effectively, allows you to uncover a donor's underlying motivations, needs, and priorities. The information curated through these meaningful interactions will set a fundraiser up to successfully present their cause and align their organization's work with what matters most to the donor. With these relationship-driven fundraising techniques, you can help your donor see the benefits of becoming a committed supporter of your organization.

Key Takeaways:

- Develop a five-step strategy for asking meaningful questions.
- Discover how to build units of conviction for use in your presentations.
- Find the presentation style that works best for you.

Session 3 Confirming the Gift & Fostering Donor Loyalty

The ask is the natural conclusion to a successful interview with a prospective donor. Even seasoned fundraisers will be met with donor questions and objections along the way. Successful fundraisers view objections as opportunities to build trust and clarify any gaps in information. Learn how to close with confidence, handle objections along the way, and make your supporters feel every bit as important as they are through meaningful stewardship. Effective stewardship is essential to foster meaningful connections with your donors. Learn the keys to success and how to turn one-time supporters into lasting champions for your cause.

Key Takeaways:

- Redefine donor objections as opportunities and activate how you will overcome them.
- Recognize donation signals that enable you to close the gift and sharpen your asking skills for your next donor meeting.
- Develop and implement a stewardship plan that includes meaningful follow-activities and effective communication strategies that will inspire major donors to continue to provide financial support.

Session 4 Supercharge Your Fundraising Board

Your board of directors are your strongest, most loyal volunteers, and hopefully significant donors. They believe in you and your cause, and they have made a commitment to advance both! How do you channel this drive and passion, and guide your board into becoming strong fundraising champions for your organization? Your board should be comprised of individuals with diverse skillsets, backgrounds, and comfort levels with fundraising. This workshop will provide you with the tools to approach these conversations with your board, find the right fundraising fit for each member, and supercharge your board into thriving fundraising partners.

Key Takeaways:

- Establish expectations from the start that fundraising is an expected activity.
- Discover how board members can contribute beyond asking for money.
- Manage up – establish your role as their mentor.
- Establish and encourage a culture of philanthropy amongst your board.