

Securing Visits to Build a Future



2019 Petrus Leadership Conference
June 23-26 | Oklahoma City, OK





Donors as Mission

- Donors are a part of the organization's mission.
- Bringing joy to donors through their giving (helping them ultimately to transform their lives) is as important as the program work your organization does.



Meet with your donors

- There is nothing better you can do than to sit across from a donor and engage with him/her in a meaningful way.
- Major gift fundraising is a long-term commitment from you to build relationships
- Growth will only come through long-term cultivation and stewardship of donors.



Ask good questions and listen

- Develop a relationship of trust
- You are serving the donor in this process, not serving yourself
- Want to uncover the interests and passions, along with the reasons behind those interests



Demonstrate you heard them

- Begin a steady stream of touches and communication that talks about the need that matches the donor's interest.
- Uncover stories that bring the need of the organization to life.
- Make sure the stories grab the heart and are emotional.



Engagement

- Your contact with the donor should lead them to an intellectual and emotional place where an ask naturally flows and is welcome.
- Invite them into the process of the fulfillment of their gift as an act of stewardship.



Use of Natural Partners

- “Who knows this prospect?”
- Brainstorm any and all possible relationship connections.
- Volunteers, board members, donors



we are the
music makers
and
we are the
dreamers of dreams
-willy wonka



THANK YOU!

Kelly Vowels
Benedictine College

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