"The silver spoon in my mouth turned out to be a clever plastic replica."
IMPORTANT ACTIONS

• If you want money, ask for it
• Be quick to thank people for their gifts
• Donors require maintenance
KEY SECRETS TO FUNDRAISING:
3 “C” PRINCIPAL

See the people
See the people
See the people

Personal Solicitation is the best method

→ Direct Mail – 1-5%
→ Telephone – 25% -40%
→ Personal – 75%-85%

“If we wait until every thing is perfect before making the ask, we have the prescription for never asking.” - Tom
Know the stories of the institution
RELATIONSHIPS

- Gifts with a relationship.....5 to 1
- Gifts by referral..................8 to 1
- Gifts by cold call...............10 to 1
GOOD FUNDRAISING

People give to people
People give to people with a cause
People give to people who ask

MFI
QUALITIES OF AN EFFECTIVE ASKER

1. Passion for the cause
2. Persistence
3. Ability to listen
SUCCESSFUL FUNDRAISING COSTS MONEY

Research in Giving

Most major giving and planned giving began as alumni givers.

An alumni making a gift of $1 million will make their first gift 20 years earlier.

“Shows persistence not rapid persuasion”

78% of planned giving donors gave 15 or more gifts during their lifetime to the college named to their will.

Good Advice

“The donors who are already supporting your organization are your best source for your next gifts.”
HIERARCHY OF AN ASK

1. Make the first ask a non-monetary ask:
   - Event on campus
   - Serve as a volunteer-mailings
   - Read your case for support-Jim and Rachel

2. An ask for money

3. Ask them to open their network of friends

4. Ask for an upgrade or recurring gift

5. Ask for a planned gift

6. Ask for Leadership gift for Capital Campaign
WHY PEOPLE DON’T GIVE TO YOUR ORGANIZATION

- Never asked
  - Number 1 reason people do not give
- Not educated about your organization
  - Potential donor + Organizational Knowledge =
- A Potential Ask
  - Potential donor + Organizational Knowledge + Involvement with Organization + Good Relationships = Larger Capacity Donor

Salvation Army – Stanford Study
WHY PEOPLE DON’T GIVE TO YOUR ORGANIZATION (CONT.)

- Lack a relationship
  - Relationship requires time
    - Donor needs to know you
    - Get their advice and ideas
    - Donor involvement and engagement
  - Brooks Fortune-Foundation Proposal
    - Drive from Indy
    - Gaither concert
    - Dinner
    - Visits to home in Indy and Florida
    - Son speaks at commencement
THE ASK

Hardest part of making the ask is getting to the appointment

The process is 85% complete when you are sitting in their living room
AN ASK IS AN ACTUAL QUESTION

- Invite a person to take a step on behalf of your cause
- Asking for a specific amount
THE ASK

Requires a yes or a no answer

-Not... “I hope at some point you will consider.”

-Not... “I’d really like it if you would consider”

Always expect a “yes”
A GOOD ASK

It is an actual question

Invite a person to take a step
on behalf of your cause

Asking for a specific amount
A SUCCESSFUL ASK

- 55% based on appearance
- 38% based on elevated voice
- Present an opportunity
  - Panas says 7 minutes.
- Volunteer shares what they are giving
Indicators to Determine What Amount to Ask For
VARIABLES THAT PREDICT THE AMOUNT OF THE GIFT

- Income – greatest correlation
- Leaving a legacy - Bruce and Dorothy Cox
- Age of Donor - Fred and Leveda Scripture
- Identification with a project
- Advisory Committee/PACE
- Board participation
  - Women get involved first – then give
THE ASK

Proper ask is when the prospect is...
- asked by the **right person**
- asked at the **right time**
- asked for the **right gift**

“If you wait until everything is perfect, you’ll never make the ask.”

Tom
THE ASK-WHEN YOU GET A “NO”

Why did they answer with a “no”?  
1. Timing  
2. Interest in the specific project-hot button  
3. Ask for too much  

A “no”--- does not complete the process of an ask
THE ASK

1. The donor is asked to write a check
2. Ask for a specific amount—no range
   - Westerville, Ohio
   - Rule of thumb (10-20 times annual gift)
3. Use staff and president, CEO
4. Use two volunteers
   - One to share vision
   - One to make the ask
   - One who has a relationship
5. After ask (SILENCE)
6. Minimal amounts of materials
TIPS DURING AN ASK

- Smile early & Often
- Stand or sit tall
- Sit toward the front of your chair, lean into your ASK
- Be physically accessible. Don’t cross your arms.
- Good voice inflection, speak with volume.
- Express gratitude for visit.
- Be curious. What do you see in the room?
- Make intentional small talk – kids, vacation, work projects, hobbies, likes & dislikes.
- Give compliments
RULES TO OBSERVE WHEN ASKING

Make your own gift first
Know your prospect
Listen to what the prospect says
Emphasize the prospect's interest
Ask for a specific gift
Remain positive and focused
Counter objections with facts
Manage the follow up

- Pledge Card
- Next Appointment
- Report Results
Errors to Avoid in Personal Solicitation

(The Public Management Institute) Conrad

1. Not asking for the gift
2. Not asking for a large enough gift
3. Not listening – talking too much
4. Not asking questions
5. Talking about the organization and its approach rather than about the benefits to its clients
6. Not being flexible, and not having alternatives to offer the prospect
7. Not knowing enough about the prospect before the solicitation
8. Forgetting to summarize
9. Not having prearranged signals between solicitation team members
10. Asking for the gift too soon.
11. Speaking rather than remaining silent after asking for the gift - Ros
12. Settling on the first offer that a prospect suggests.
13. Not cultivateing the donor before solicitation
14. Not sending out trained solicitors
What do you share?

1. Fiscal integrity of the organization
2. Stable Leadership
3. Their Passion- “make them cry”
   - Appeal to the heart not the head

“Everyday we have students either drop out or cannot get a Christian education because of a lack of funds”

Story of Elliott Miller
WHAT DO YOU SHARE?

4. Specific amount on a concrete item
5. Show people that they can make a difference
6. Explain the benefits - Tax deductions. (study reveals that the impact of taxes on giving ranks third most important motive) - Percent spent of their gift
7. Make it personal
8. Sense of urgency - The project can't be delayed. Time is working against the project.
9. Naming Opportunity
ASK PEOPLE ASSOCIATED WITH SCHOOL OR COLLEGE

1. Board
2. Faculty & Staff
3. Alumni
4. Advisory Groups
5. Volunteers
6. Current Donors
7. People Who Attend Events
MAKE THE ASK

• No reason to spend more than 12 months in conversation
• Worst they can say is “no”
• First gift will not be their largest
  Think about 2nd and 3rd gifts
CHALLENGE GIFT

1 - 1, 2 - 1, 3 - 1 Challenge gift will increase the probability that the donor will give.

Announcing a match will increase revenue per solicitation by 19%.

Andrew Carnegie
Larry
**ENGAGEMENT METRIC SCORE (EMS)**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Possible Points</th>
<th>Score</th>
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<tbody>
<tr>
<td>Alumnus with Degree</td>
<td>0/3</td>
<td>3</td>
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<tr>
<td>Alumnus(Attended but never graduated)</td>
<td>0/1</td>
<td>0</td>
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<tr>
<td>Parent(N/A, Past, Current)</td>
<td>0/1/2</td>
<td>2</td>
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<tr>
<td>Married to Alumnus</td>
<td>0/1</td>
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<tr>
<td>Served on a College Committee</td>
<td>0/3</td>
<td>1</td>
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<tr>
<td>Served as a College Bd Member Past/Current</td>
<td>0/5/10</td>
<td>5</td>
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<tr>
<td>Staff/Faculty/Retiree</td>
<td>2/4/6</td>
<td>6</td>
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<tr>
<td>Involved in Athletics/Music/Extras Curricular</td>
<td>0/2/4</td>
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</tr>
<tr>
<td>Purchased Alumni Directory</td>
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<td>1</td>
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<tr>
<td>Total</td>
<td>31 points</td>
<td>21 points</td>
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<td>Giving</td>
<td>Possible Points</td>
<td>Score</td>
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<td>Cumulative Giving 0/0-$4,999/$5,000/$50,000/$50,000-$100K/$1 Million</td>
<td>0/1/2/3/4/5/7/9</td>
<td>5</td>
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<tr>
<td>Annual Total Giving in Last 2 years</td>
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<td>Consecutive Giving 0/3 years/5 years/10 years</td>
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<td>Years with Increased Giving 0-2 years-3 years-5 years</td>
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<td>First Time Donor</td>
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<tr>
<td>Restricted Gift (Scholarship, Music, Nursing, Athletics)</td>
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34 Points
EMS Total 23
## ENGAGEMENT METRIC SCORE (EMS)

<table>
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<tr>
<th>Score Range</th>
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<tbody>
<tr>
<td>0-10</td>
<td>Continue Direct Mail</td>
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<tr>
<td>11-20</td>
<td>Visit from Alumni Director</td>
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<tr>
<td>21-30</td>
<td>Visit from Advancement Office</td>
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<tr>
<td>31-40</td>
<td>Receive Invitation to Special Banquet</td>
</tr>
<tr>
<td>41-65</td>
<td>Visit from President, Insiders Club, Etc.</td>
</tr>
</tbody>
</table>
90% of the GIFTS come from 10% of the PEOPLE
COST TO RAISE A DOLLAR

Event: 50 cents

Annual Fund: 25 – 30 cents (Direct Mail)

Major Gifts/Capital Campaign, 5 – 10 Cents

Government – 35 Cents

$7.00 - $8.00 Premium Regulation
Gift Defined

Is the donor making the gift from:

- **INCOME** (9%)
- **ASSETS** (91%)

Income = Entry Level = Low Emotion

Asset = More Mature Level = High Emotions

Transforms the donor
QUESTIONS

Terry Munday
terry.munday@indwes.edu
2015

Overall Giving: 1.6%

Online Giving: 9.2%
## 2015 Overall Giving by Month

### GIVING TRENDS BY MONTH

<table>
<thead>
<tr>
<th>Sector</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
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<td>7.0%</td>
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