Moves Management

“The best way to raise money is to actually love your donors.”

-Clark Vandeventer, MajorGiftsFundraiser.com
Meet Cliff
THE NATIONAL BESTSELLER

THE STARBUCKS EXPERIENCE

5 Principles for Turning Ordinary into Extraordinary

JOSEPH A. MICHELLI
5 Ways of Being

1. Make it your own
2. Everything Matters
3. Surprise & Delight
4. Embrace Resistance
5. Leave your Mark
Make it your own
The 5 Ways of Being

1. Be welcoming
2. Be genuine
3. Be considerate
4. Be knowledgeable
5. Be involved
“We can't let the coffee down. Day in and day out we have to consistently execute on the details.”

- Jim Donald, Former CEO of Starbucks
Surprise & Delight
After you’ve done the basics well
“Over the past ten years, in order to achieve the growth, development, and scale necessary, we had to make a series of decisions that, in retrospect, have led to a watering down of the Starbucks experience…”

- Howard Schultz, founder, Starbucks
Why are we here? To provide an **uplifting** experience that **enriches** people's daily lives?

How do we do it? In **legendary** ways, **BIG** and **small**.
Our number one goal is to provide outstanding customer service. Set both your personal and professional goals high. We have great confidence in your ability to achieve them, so our employee handbook is very simple. We have only one rule...

Please feel free to ask your department manager, store manager or Human Resources any questions at any time.
“We have to create new stories every day.”

- Geevy Thomas, Executive Vice President, Nordstrom
Consistency Theory

Good experiences are self-fulfilling prophecies.
Assimilation & Contrast

When the difference between expectation and reality are too great for the mind to reconcile.
Assimilation

Assimilation is bad. It is when a donor says my expectations were too high.
Contrast

Contrast is good because it provides an opportunity to make it right.
Don’t ignore assimilation

If you think your donor has assimilated, bring it up to them!
You must develop a culture of service, not just encourage random acts of great service.
The Basics

1. Focus less on what you do and more on who you are.

2. Your donors are human beings, not wallets with people attached.

3. You must consistently execute on the details.

4. You can’t save the world if you can’t pay the rent.
Crafting Message based on Listener Type

People Oriented

Action Oriented

Content Oriented

Time Oriented
Listener Type Clues

People Oriented
- Personal pictures
- Personal objects
- some clutter
- holds eye contact
- varies vocal inflection
- smiles and nods

Action Oriented
- Desk Organizers
- Certificates on wall
- Organized bookshelves
- Clean Desk
- Brisk Handshake
- Speaks at more rapid pace
- Fingertapping, etc.

Content Oriented
- Neat stacks on desk
- Research and reference books
- Multiple computer monitors
- Serious facial expressions
- Challenging or combative vocal tone
- Looks up frequently

Time Oriented
- Visible Clocks
- Looks at watch frequently
- Has assistant give time warnings
- Alerts and reminders dinging
- Impatient facial expressions
Listen Up

1. Read *Listen Up* by Larry Barker & Kittie Watson

2. Take the Listener Preference Profile Test to learn your own listening preference. Email me for a copy at clark@majorgiftsfundraiser.com
3 Categories

1. Financial Capacity
2. Cultivatable Interest
3. Philanthropic Disposition
The Points System
4 types of donor meetings

1. Discovery
2. Cultivation
3. Solicitation
4. Stewardship
Discovery Meeting

To discover if you donor is a qualified prospect.
Cultivation Meeting

This is a qualified prospect. Now you are asking strategic questions that help you know you’ll get a yes when you ask.
Solicitation Meeting

You are asking for a gift and believe the answer will be yes.
Stewardship Meeting

You are meeting with a friend who is a partner in your shared mission. You have a spiritual connection.
People choose what seems most familiar. Become familiar.
It's not about the money.

Everett Cooper
Enroll now in the Major Gifts Fundraiser Masterclass.

ABHE Special:
Usually: $999
Now: $499

Email me at clark@majorgiftsfundraiser.com