



Effective Presidential Engagement in Fundraising

Pat McLaughlin,
Founder & President

the**TIMOTHY**group®

How Do You Become an Effective Fundraising President?

“Walk with the wise and become wise.”

Proverbs 13:30



Dr. Jules Glanzer
Former President



- 13 ½ years
- \$53 million raised
- Including a \$24 million capital campaign for the Shari Flaming Center for the Arts.



Dr. Jules Glanzer
Former President

📖📖 Fundraising is both a skill and an art and the line between them is not one that is easily distinguished. Yet, there are disciplines that need to be followed, questions that are helpful, and methods that produce results. And the results are easily measured. Did you get the gift and how large was it?

Like keeping score in athletic competitions, the numbers measure the results.

Answer the Questions the Donor is Asking

- Why me?
- Why us?
- Why this?
- Why now?



Input Goals Make the Difference

- See the People
- See the People
- See the People
- See what God will Do!



Know the Focus of the Call

- Research
- Relationship
- Request



Know the Focus of the Call

- Report
- Recognize
- Recruit



Listen to Your Donors

They will tell you what,
when, and how much to
ask for.



No Surprises

Scheduling the Ask

Communicate to the donor that, with their permission, you want to present to them a project for their consideration. Let the donor know that you are seeking their involvement.



That Personal Touch

Face to face is always the best

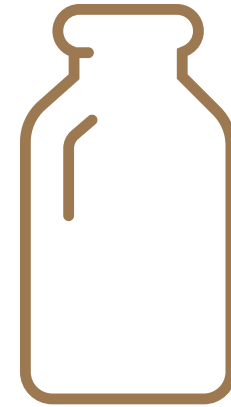
- Direct Mail: 1%-5%
- Telephone: 30%
- Events: 50%
- Personal Request: 75%-85%



When it has to be a Letter

Clear, short, and direct

You won't get milk from a cow by sending a letter. You won't get milk by calling on the phone. The only way to get milk is to sit by its side and milk it. Si Seymour



A Comfortable Place

The Kitchen Table

In every home I've known
the living room's a tomb.

In every home I've ever
known, the dining room's
the room. Adam Gopnick



Silence is Golden

Ask, then shut up

It is a balancing act for leaders to know when they should talk and when they should just listen.

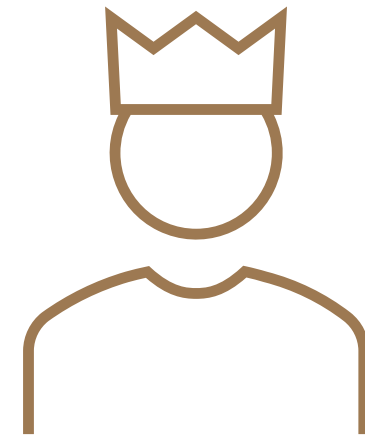
Roxi Hewertson



The Golden Rule

Fundraising is Friend-making

Treat the potential donors
the way you would want
to be treated.



Influencing the Gift

Leadership in Fundraising

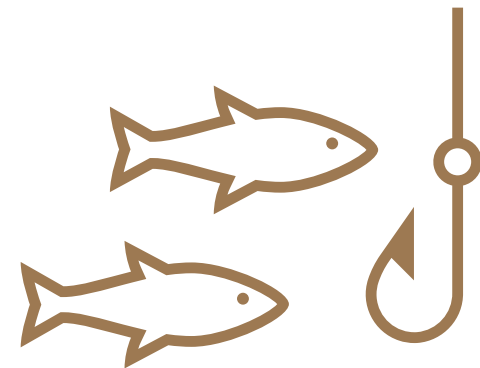
A fundraiser equips a donor with the needed **information** and inspires them with **motivation** to make a gift.



Bringing Meaning to Money

Fundraising is Stewardship

Fish prefer worms. So, when I go fishing, I don't think about what I want. I think about what they want.

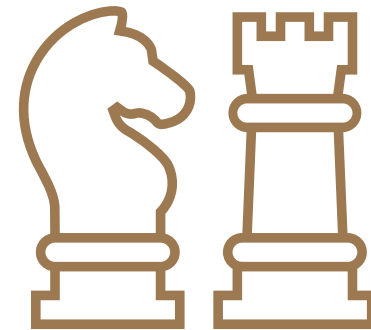


Create a Fundraising Culture

More than asking

Culture eats strategy
for lunch.

Peter Drucker



Create a Fundraising Culture

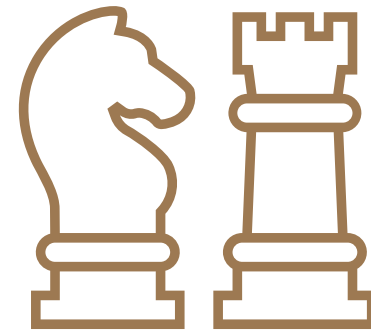
Practice Max DePree's famous leadership statement:

- a. We define reality for our donors.
- b. We serve them.
- c. We know what we owe them.
- d. We say thank you.

Create a Fundraising Culture

More than asking

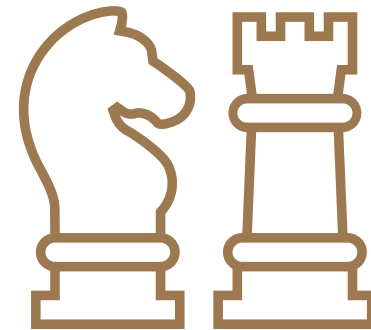
- Focus on face to face and voice to voice contacts.



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More than asking

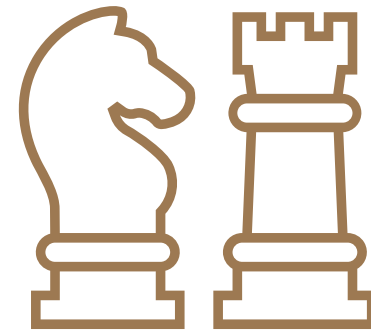
- Don't spend a lot of money to raise a lot of money.



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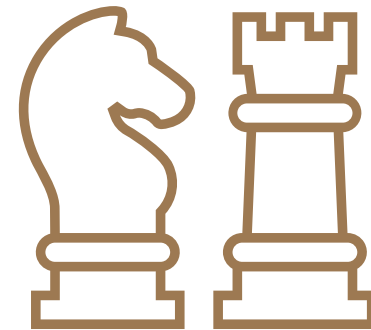
- Communicate often with each other.
- Be relationship driven not event driven.



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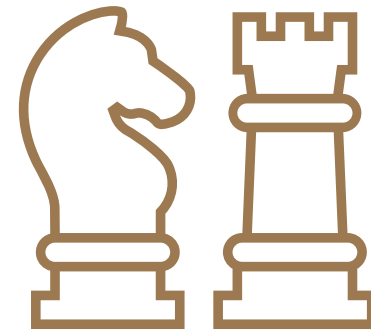
- Present vision to communicate need.
- Don't be afraid to ask.
- Set big goals.



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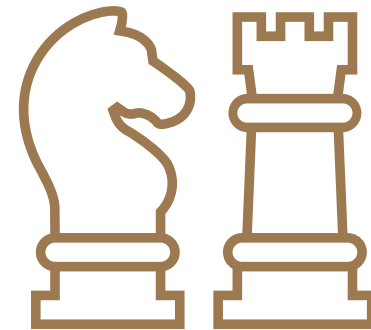
- Maximize your time and effort.
- Encourage good biblical stewardship.



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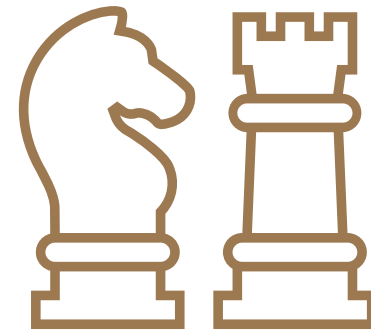
- Listen to your donors and honor their wishes.



Create a Fundraising Culture

More than asking

- Don't take no from a person who cannot give you a yes.



Practice Philanthropy Yourself

- Everything we have and are belongs to God
- We live and give in response to God.



Practice Philanthropy Yourself

- We are happiest and most fulfilled when we give.
- Generosity, Gratitude, and Graciousness



A Successful Donor Visit

When the right person asks the right person for the right amount for the right project in the right place at the right time.

