Effective Presidential Engagement in Fundraising

Pat McLaughlin, Founder & President
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.
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.

Dr. Jules Glanzer
Former President

theTIMOTHYgroup
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.
Create a Fundraising Culture
More than asking

• Don’t spend a lot of money to raise a lot of money.
Create a Fundraising Culture
More than asking

• Communicate often with each other.
• Be relationship driven not event driven.
Create a Fundraising Culture
More than asking

- Present vision to communicate need.
- Don’t be afraid to ask.
- Set big goals.
Create a Fundraising Culture
More than asking

• Maximize your time and effort.
• Encourage good biblical stewardship.
Create a Fundraising Culture
More than asking

• 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.