

February 12, 2026

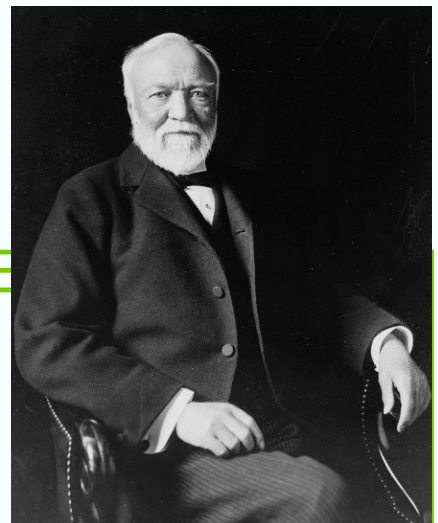
CHARACTERISTICS OF AN **EFFECTIVE FUNDRAISER**

Terry Munday

1

ANDREW CARNEGIE

“It is more difficult to give money away intelligently than it is to earn it in the first place.”



2

Titles:

- VP For Advancement
- Director of Development

"Pastor"

-Fred Scripture

Roger Bannister

- 1952, 4th in 1500
- No Olympic Gold
- 3: 59.4

— Service Not Applause —

3

FUNDRAISING IS NOT

- BEGGING
- PRESSURE
- SALES

IT IS MINISTRY

4



LOVE PEOPLE



People Give To People
 People Give To People With A Cause
 People Give To People Who Asks

- Genuine Care Builds Authentic Relationships
 - Ministry To Donors As Well As Beneficiary
- BeckTold –

5



PEOPLE OVER PROJECTS



- Value People More Than Gifts
- Care About The Donor's Story
- Invest Time

– Satterfields

6

Skills Vs. Passion

**SKILLS
CAN BE
TAUGHT**

**PASSION
CANNOT BE
MANUFACTURED**

Calling Comes From God.

My Own Experience - IWU

CANNOT TEACH

- Calling
- Conviction
- Obedience
- Love For The Mission
- Passion
- Common Sense
- Creativity
- Personability

TEACH

- Tools
- Language
- Strategy

TOOL BOX

- Cac
- Pace
- Speakers
- Seminars

7

LIMITLESS ENERGY & ZEST FOR THE WORK

WORKING LONG HOURS

- Energy Is Contagious
- Willing To Go The EXTRA Mile
 - Trim Trees - \$500,000
 - Barn Siding - \$2,000,000
 - Painting - \$6.4 Million
 - Fix Roofs

**JETT
SISTERS**

- Fundraising In not 9-5 Calling
- Flexibility For Donors Schedule
- Faithfulness In Unseen Preparation
- Persistence Beyond Convenience

“Best Fruit Is Out On The Limb.”
“Greatest Achievements Come
While Standing On Tiptoes.”

Ministry Often Happens Outside
Normal Hours.

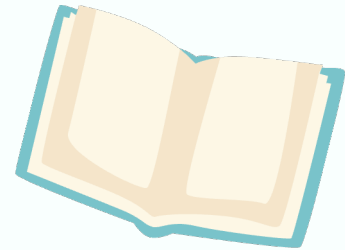
Scripture

8

Storytelling Ability

Need → Action → Impact

*Transformational Stories
Not Just Statistics*



9

GOOD FUNDRAISER

Know the Stories Of
The Institution

10

STRONG LISTENING SKILLS

2 Ears → 1 Mouth

- LISTENING MORE THAN TALK
- DISCERNS DONOR PASSION & CONCERNS
- ALLOW SILENCE TO WORK

Ros Clark



11

LONG TERM COMMITMENT

- Longevity Builds Trust
- 5 Year Tenure
- 7 Year - Planned Gift

**MANAGE OVER 100
RELATIONSHIPS**

**HIGH
EXPECTATIONS**

“If you never expect too much, you will never be disappointed.”

12

INTEGRITY & TRUST

- Transparency builds long-term partnerships
- Accountable

DONORS GIVE WHEN

- Trust The Institutions
- Trust The Leadership
- Trust You

SELF CONFIDENCE

- Confidence Grounded In Calling
- Not Afraid To Fail
- Secure In Purpose, Not Ego

13

Communication

1 reason donors stop giving

“They don’t know how their gift is being used.”



14

SET HIGH GOALS

- Challenge Self & Team - Record 19 Years
- Refuses Mediocrity
- Joy In Shared Victory

"FIRE IN THE
BELLY"

- Status Quo Is Anathema
- Don't Tread Water

Acquisition of Donors

It's a Marathon not a Sprint.

15

KEY SECRET TO FUNDRAISING

3 C's

.....See the people

.....See the people

.....See the people

16

PERSONAL SOLICITATION IS BEST METHOD TO SECURE GIFTS

- Email: .6% - 1% response
- Direct Mail: 1% - 5% response
- Telephone Calls: 15% - 25% response
- Personal Solicitation: 75% - 80% response

“ If we wait until everything is perfect before asking is a prescription for never asking.”

- 90% of Direct Mail Gets Opened Compared To 20-30% Of Emails
- 3 Times More Likely To Respond To Direct Mail Vs Email

17

PERFORMANCE OF MAJOR GIFT OFFICERS

- 12 to 15 face to face visits per month
- Solicit 4-5 major gifts per month 150-200 visits
- Visit 50% of their portfolio each year 150 prospects - 75 visits

SUCCESS BASED ON:

- Level of experience
- Length of service with organization
- Portfolio potential

18

RELATIONSHIPS

Most people pick charitable organizations to have a relationship with because of a relationship with their family or community.



19

WAYS TO BUILD A RELATIONSHIP

PEOPLE OVER PROJECTS

RESULTS

Gifts with a relationship: 5 to 1
 Gifts by referral: 8 to 1
 Gifts by cold call: 10 to 1

RELATIONSHIPS OUTLAST CAMPAIGNS

Lyle Reed

20

“ HOLY BOLDNESS ”

Politely Persistent - Dick Anthony

The Ask No Hints

Dollar Amount - \$10,000, \$25,000, \$ 100,000

– Kansas City

– Grant County Scholarships

BOLDNESS WITHOUT PRESSURE

- Ask For The Order
- **No Fear Of Failure**

High Jumpers Get 3 Tries.

Home Run Hitters Strike Out.

21

**THE MOST IMPORTANT
METRIC IN ACHIEVING
SUCCESS IN FUNDRAISING**

“ ASK MADE ”

22

A SUCCESSFUL ASK

- 55% based on appearance
- 38% based on elevated voice
- Present an opportunity
- Volunteer shares what they are giving

23

THE ASK

A “NO”, **does not mean never**, does not complete the process of an ask

Why did they answer with a “no”?

1. No great feeling or involvement with institution.
2. There is a lack of interest in this specific project.
3. I ask for too much - amount.
4. The timing is a factor.

24

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, LIKE & DISLIKES.
- GIVE COMPLIMENTS

25

OCTOBER - NOVEMBER - DECEMBER

- 24% given between Thanksgiving and the end of the year
- 34% given during the last 3 months
- 74% of people will give during the holidays
- 60% of people plan to give \$100 or more

QAP CALLS
GIVE ME 5"

26

RESEARCH IN GIVING

- A donor a gift of \$1 million will have made their 1st gift 20 years earlier
“Show persistence - not rapid persuasion”
- 78% of planned giving donors gave 15 more gifts during their lifetime to an organization named in their will.

Good Advice:

“The donors who are already supporting your organization are your best source for you next gifts.”

27

GOOD FUNDRAISER

Remember the gazelle wakes up every morning, knowing it must run faster than the lion or be eaten. The lion wakes up, knowing that it has to outrun the slowest gazelle or it will starve to death. The good fundraiser must be running.

TOP OF AN OAK TREE

“Gap Calls”
“Give Me Five”



28

PHONE CALLS - GAP CALLS

- Calendar year end - solicitation calls
- Sample calling form

Name:	2022	2023	2024	2025	ASK
John Doe	\$300	\$500	\$1,000	\$200	\$1,000
Mary Smith	\$1,000	\$500	\$500	\$100	\$1,000
Sue Jones	\$100	\$200	\$400	\$0	\$400
Van Gurley	\$5,000	\$5,000	\$5,000	\$0	\$5,000

Dan Downen Ford

29

"GIVE ME FIVE"

QUESTIONS TO ASK

Consider these questions as you review your address file. We are looking for individuals that share the same values with your organization with whom we can build relationship relationships. These questions are not intended to be exclusive, but give you some ideas of the type of individuals we wish to identify.

Do you know anyone?

- At your church
- In your community
- In your business
- In your civic groups

That...

- Owns their own business?
- Retired early?
- Owns a winter home in a sunny climate?
- Travels exclusively?
- Owns commercial property, apartment buildings, or farmland?
- Is involved in the livestock market, trading on a regular basis?
- Is known for their charitable giving?
- Is retired and has no children?
- Has their own foundation or serves on the board of a foundation?
- Is an executive officer at a large corporation?
- Is on other boards with you?

30

“GIVE ME FIVE”

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31

	Prospect	Amount of Ask	Relationship	Assist With Ask
1	John	\$5,000	Neighbor	Y
2	Mary	\$10,000	Bus Associate	N
3	Sue	\$25,000	Banker	N
4	Bob	\$50,000	Uncle	Y
5	Charles	\$100,000	Grandfather	Y

32

TESTING THE NUMBER "10"

1. How many commandment?
2. How many times did God test Israel while they were wondering in the wilderness?
3. How many times did God test Jacob's heart when he was working for Laban?
4. How many days was David tested in the first chapter of Daniel?
5. How many virgins had their preparedness tested in Matthew 25?
6. Rev 2: 10 - Ten days of testing
7. How many disciples did Jesus have?

33

I CORINTHIANS 3:6-7

**WATER
PLANT
GOD GIVES THE INCREASE**

34

**ALWAYS REMEMBER
TO SAY ...**

THANK YOU
THANK YOU
THANK YOU

35

QUESTIONS

Terry Munday



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36