

Shineman



Series



A Catalyst for Change

MAKING THE ASK

May 19, 2021

Beth Lynn Hoey

Heidi Holtz

Elizabeth Quilter



Beth Lynn Hoey, CFRE bhoey@twcny.rr.com

- 29 years experience in nonprofit management
- Specializes in strategic development planning, strategic planning, creating a culture of philanthropy
- 24 years at Francis House; created and implemented a strategic development plan, surpasses \$1million fundraising annually.
- Recent professional development in nonprofit lifecycles.
- Current Board service: Women's Fund of CNY, Onondaga Community Living



Heidi Holtz, CLCC
Stillwork Consulting Group
Heidi@stillworkconsulting.com

- Specializes in capacity building, board engagement and development, leadership coaching, strategic priorities.
- 13 years with The Gifford Foundation.
- 25 years in nonprofit Arts Administration with focus on development and marketing.
- Trained in five different methods of facilitation.
- Recent professional development in virtual meetings and facilitations.
- Chair of the Board, Friends of the Rosamond Gifford Zoo



Elizabeth Fallon Quilter, CFRE
Elizabeth@efquilter.com

- Nonprofit Strategist
- Award-winning multi-million dollar fundraiser
- Coach, Consultant, Ally
- Master Trainer
- Fund Development & Board Development specialist
- Local board service: Friends of Central Library (FOCL), Women's Fund of CNY
- Recent: Named to the Exponent Council, a global coalition to amplify gender equity initiatives

TOPICS FOR TODAY

Introductions

Brief recap of storytelling

Asking for support

Relational v Transactional

Overcoming Objections

Introductions

Shineman NET Series - Making the Ask - May 19, 2021

ON THIS CALL



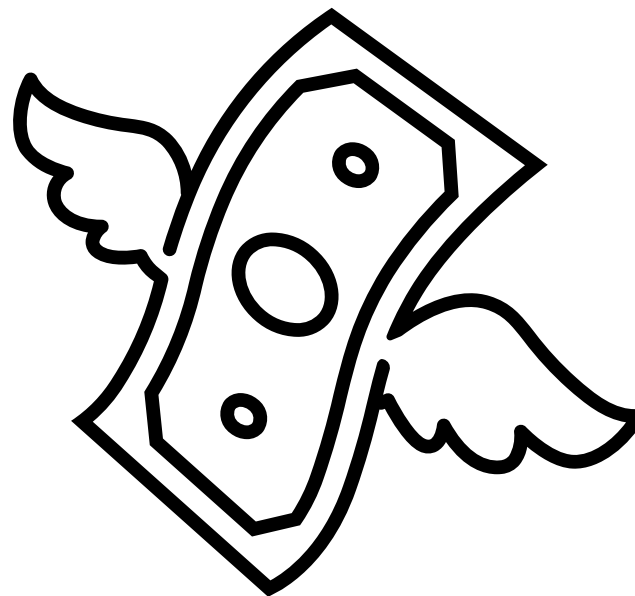
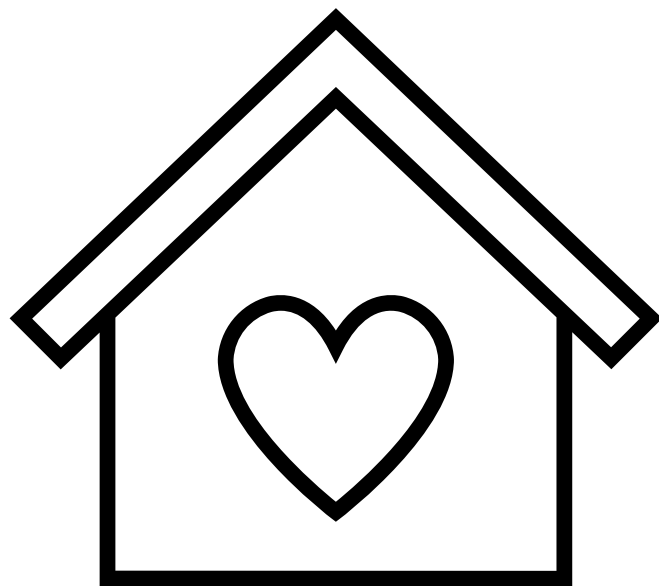
Your name



Your organization's name



A donation you were delighted to make.



Culture of Philanthropy v Fundraising Culture

Culture of Philanthropy

A culture of philanthropy is one in which everyone—board, staff and executive director—has a part to play in raising resources for the organization. It's about relationships, not just money. It's as much about keeping donors as acquiring new ones and seeing them as having more than just money to bring to the table. And it's a culture in which fund development is a valued and mission aligned component of everything the organization does.

BEYOND FUNDRAISING: WHAT DOES IT MEAN TO BUILD A CULTURE OF PHILANTHROPY?

By Cynthia M. Gibson

Brief Recap of Storytelling

Shineman NET Series - Making the Ask - May 19, 2021

Once upon a time...



The story of a story

Shineman NET Series - Making the Ask - May 19, 2021

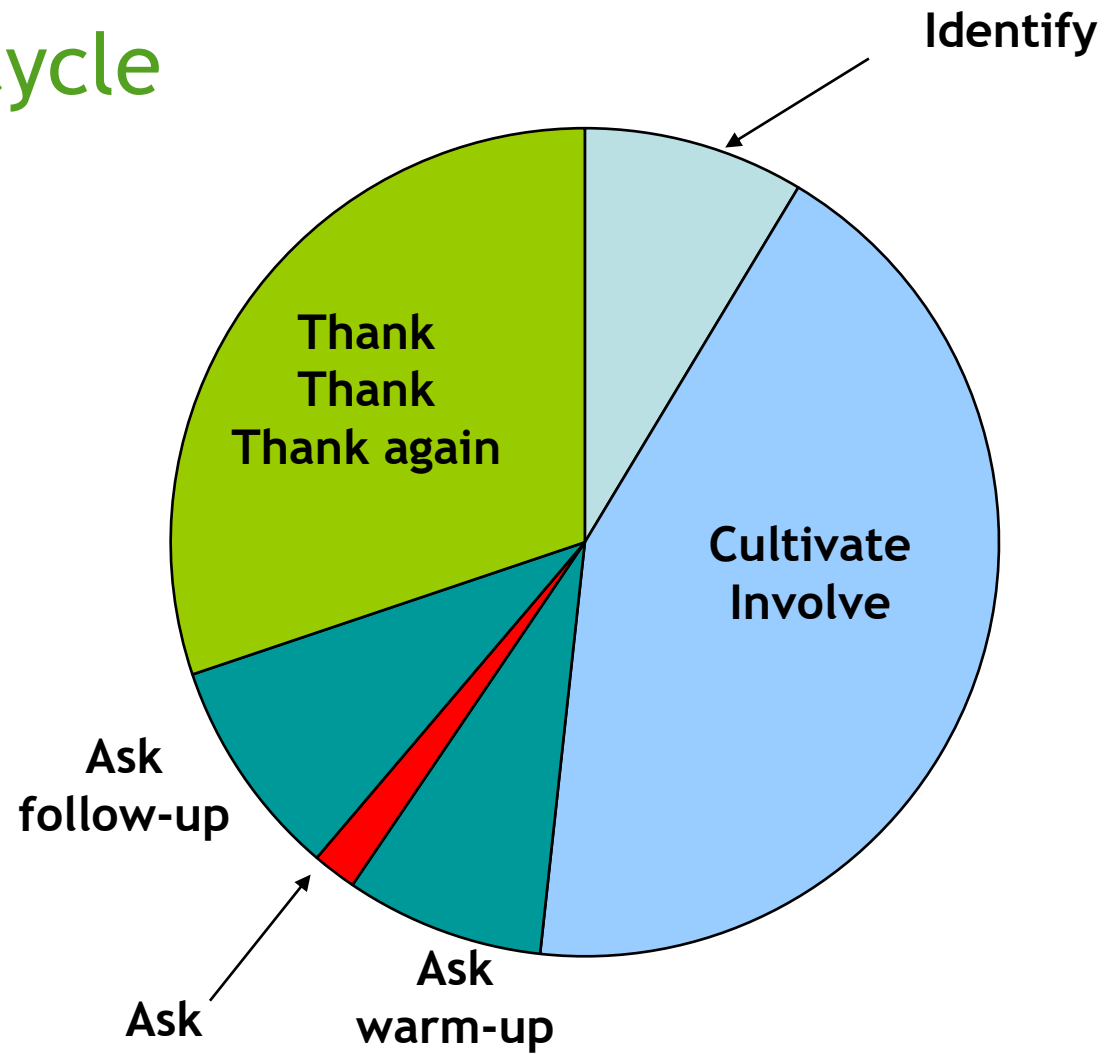
**Will you consider a gift of \$150
for ACR Health to provide
life saving information,
education and services?**

Asking for Support

Shineman NET Series - Making the Ask - May 19, 2021



Fundraising Cycle



Activity for Breakout Room



Three sentences.



Wait & count to ten



If no, what would you consider?

Breakout Room recap



What did it feel like to ask?



What did it feel like to be asked?

On a scale of cat

Shineman NET Series - Making the Ask - May 19, 2021



What to do



Make your own gift first!



Be specific



Listen to understand



Learn



Agree to next steps/follow-up



Ask if they know anyone else who may be inclined to give

What not to do



TALK TOO MUCH



NOT GET AROUND
TO ASKING



DECLINE YOUR
OWN ASK



BURN BRIDGES



HAVE THIS BE THE
LAST DISCUSSION



Remember...

- ▶ Why are you here?
- ▶ No money, no mission!
- ▶ You miss 100% of the shots you don't take
- ▶ The donor should NEVER be surprised by the ask!
- ▶ Success comes when the right person/solicitor, asks the right donor prospect, at the right time, for the right amount, to support the right cause
- ▶ Not now is different than never



Relational vs Transactional

Shineman NET Series - Making the Ask - May 19, 2021



Be ready to answer bigger question!

What do you need to accomplish everything?

Poll

Asking for donations makes me feel...

Overcoming Objections

Believing in ourselves, Overcoming objections, Listening to Understand

Activity for Breakout Room



Three sentences



Wait & count to ten



If no, what would you consider?

Breakout Room recap



What did it feel like to ask this time?



What did it feel like to be asked this time?



What changed for you?

Practice Makes Perfect

Shineman NET Series - Making the Ask - May 19, 2021

NET Coaching - 3 hours of complimentary coaching is available



The Shineman Foundation is offering coaching from the presenting consultants.

You may divide the three hours up between consultants or use them all with one.

All coaching to be scheduled by December 1, 2021 and completed by December 31, 2021.

A link to a coaching request application will be sent to all participants after today's session.



Upcoming workshops in the NET Series

▶ **DONOR RETENTION**
September 22, 2021
5 - 7 pm

▶ **STRENGTHENING AND RETAINING YOUR BOARD**
November 17, 2021
5 - 7 pm

RESOURCES

Association of Fundraising Professionals

<https://afpglobal.org>

Kara Logan Berlin: 3 Ways to be a More Effective Fundraiser

<https://www.youtube.com/watch?v=mAnFBEokfrw>

Bloomerang

[Bloomerang.com](https://bloomerang.com)

Cynthia M. Gibson

[Beyond Fundraising: What Does It Mean To Build a Culture of Philanthropy?](#)

Jerry Panas

[Asking,](#)

[The Fundraising Habits of Highly Successful Boards](#)

Gail Perry

[GailPerry.com](https://gailperry.com)

MAKING THE ASK

▶ May 19, 2021

▶ Beth Lynn Hoey

bhoey@twcny.rr.com

▶ Heidi Holtz, Stillwork Consulting Group

Heidi@stillworkconsulting.com

▶ Elizabeth Quilter

Elizabeth@efquilter.com