

RACHEL LOBOVSKY • KAREN BLOOM

Want that big gift? Get authentic.

Understanding authentic
donor engagement in
major gift fundraising

FUND UP



1. Major Gifts:
Starting Where You Are
- 2. Want That Big Gift?
Get Authentic**
3. Strategic Solicitations: Matching
Donor Interests with Your Needs

What is a major gift?

Major gifts represent
a cut-off point in your cadre
of donors where you need to
**focus more or most
of your time.**

Our interactions
with donors must build
**trust, connection
and commitment**
to the cause we represent.



FUND UP

A graphic element consisting of a thick yellow diagonal bar that starts from the bottom-left corner and extends towards the top-right. The words "FUND UP" are written in a bold, purple, sans-serif font, positioned along the bar and following its diagonal orientation.

FUND UP



FUND-UP



Authentic:

not false or copied;
genuine;

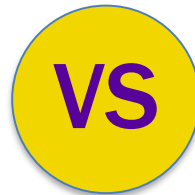
real: representing
one's true nature
or beliefs;

true to oneself or to
the person identified

Transactional Fundraising

Focus on
obtaining the
largest gift as
fast as you can.

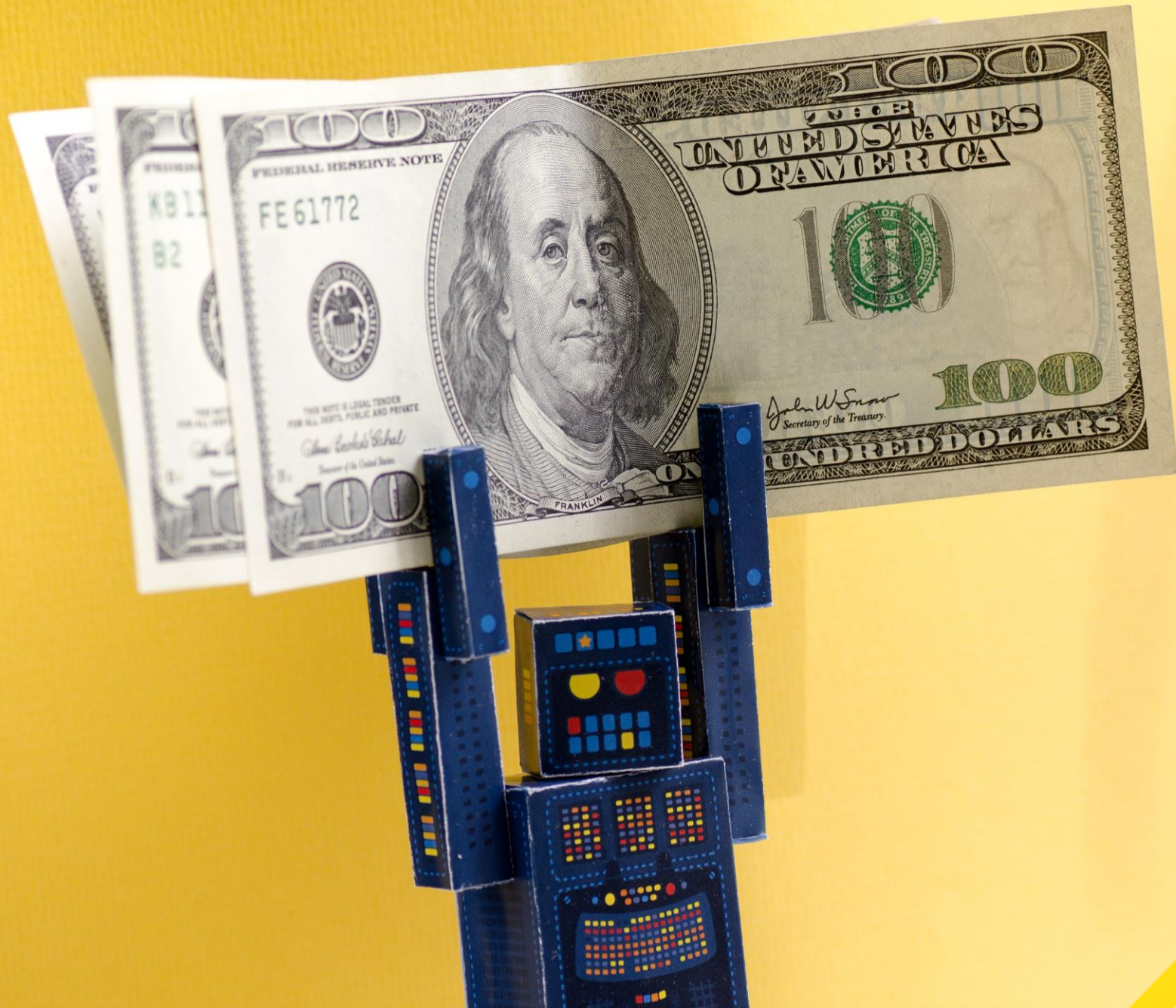
*Like working
with blinders on.*



Authentic Donor

Engagement

Focus on donor -
Requires that you
*connect, take
your time and
be deliberate in
your actions
and activities.*



FUND UP

People give to people



FUND UP

Team effort



FUND UP

This above all;
to thine own
self be true.



FUND-UP

Authentic fundraising starts with you!

Clearly define what your passion is
and how that connects to the
impact you are making.

As fundraisers, we have
the privilege to connect
people with capacity
to opportunities to
make positive change.

I am facilitator of good!



FUND UP



FUND UP



An exercise

FUND UP



Listen,
listen,
listen,
then listen
some
more!

Ask Your Partner

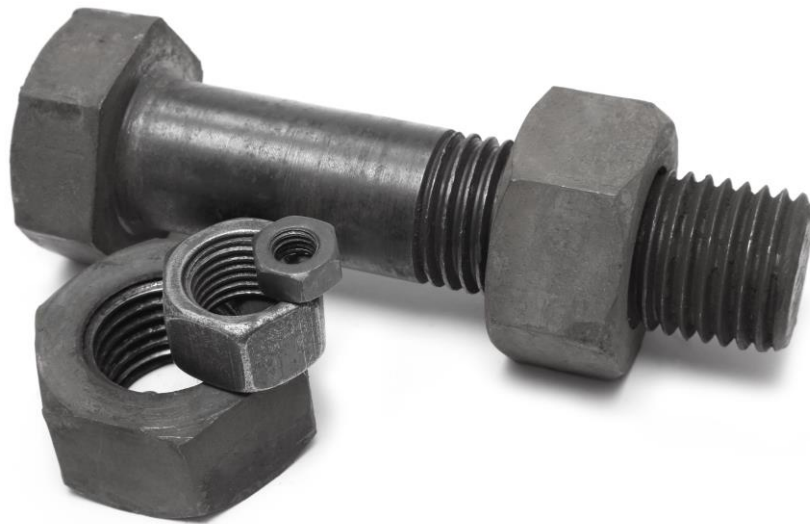
- Tell me about your organization.
- Why are you uniquely positioned to champion this cause?

Create a shift in thinking
to help clarify how
you communicate
the important work
of your organization.

Getting in the mindset

FUND UP

Nuts and bolts of authentic donor cultivation





FUND UP

Authenticity
is planned, not canned

Authentic engagement must occur when...

1. Getting the meeting
2. During the meeting
3. After the meeting

Getting the meeting

1. Be clear on what the meeting is about
2. Be specific about timeframe
3. Be authentic

Treat your relationship
with your donor
like other important
relationships in your life.

Just before the meeting

1. Get into the mindset —
get your game on
2. Be donor focused
3. Have a clear purpose
and timing
4. Define roles

A well-planned conversation

- Know where you want the conversation to go
- Follow a well-organized “good script”
- Flexible interaction/wiggle room
- Have a beginning, middle and end
- Connect donor interests to program needs



1. Major Gifts:
Starting Where You Are
2. Want That Big Gift?
Get Authentic
- 3. Strategic Solicitations:
Matching Donor Interests
with Your Needs**

Listen
Learn
Connect
Grow

FUND UP

Impactful stories

- Make mission pop
- Draw donors in
- Bite sized piece of impact
- Makes your work real

Find your story

1. Find a story that will resonate with the donor
2. Connect story to the donor
3. Explain why you are excited to share the story

After the meeting

1. Thank you
2. Capture notes
3. Calendar your next step
4. Stewardship/wiggle room

The art of “*Thank You*”

Put your
money
where
your
mouth is.

FUND UP

MOTOWN

M 1119

In Album
"Four Tops
Reach Out"
M 660

Twin Tone Music Co.
BMI-2:42
HKO-302M12
Produced By
Holland, Dozier

WALK AWAY RENEE
(Brown, Calilli, Sansone)
FOUR TOPS

©1968
A Trademark of Motown Record Corp.

FUND UP

Let's recap!

- Know thyself
- Listen, listen, listen
- Mindset matters
- A well-planned conversation
- Finding the fit

What's your
BIG DREAM?

FUND UP

Get authentic!



FUND UP

Karen Bloom

karen@betterfundup.com

Rachel Lobovsky

rachel@betterfundup.com

www.betterfundup.com



FUND UP