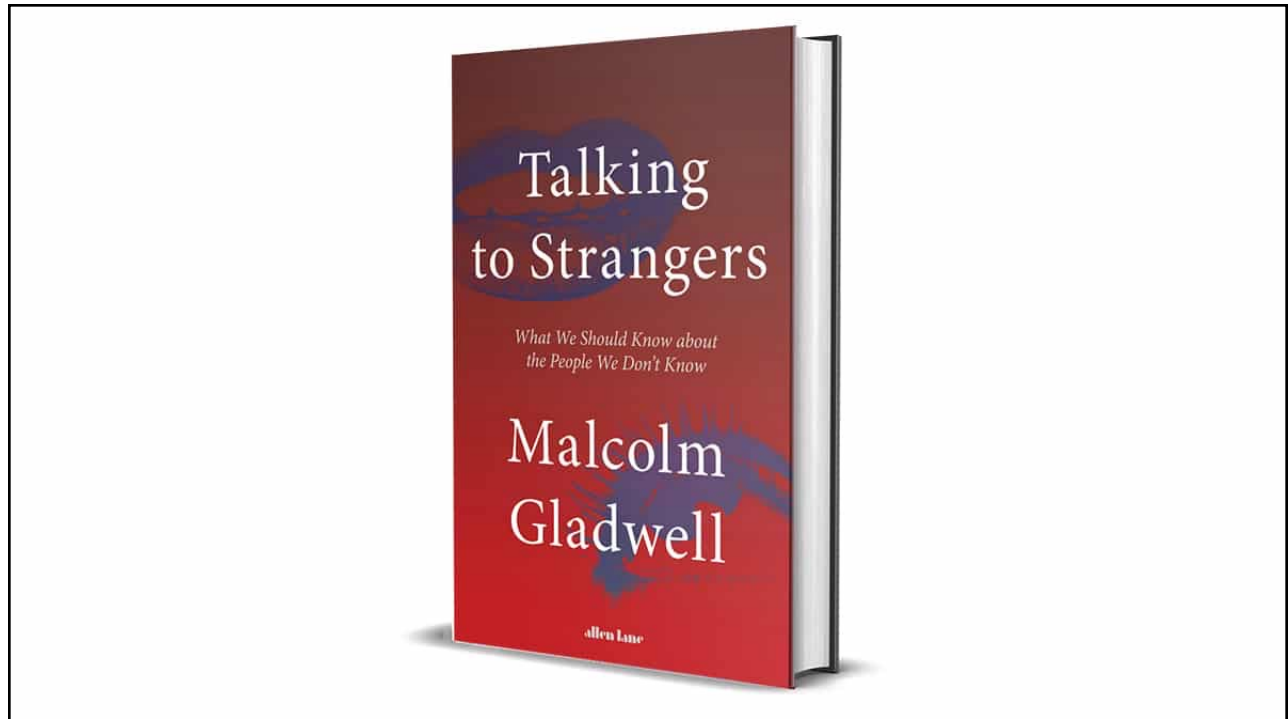


Listening to and Talking With Donors

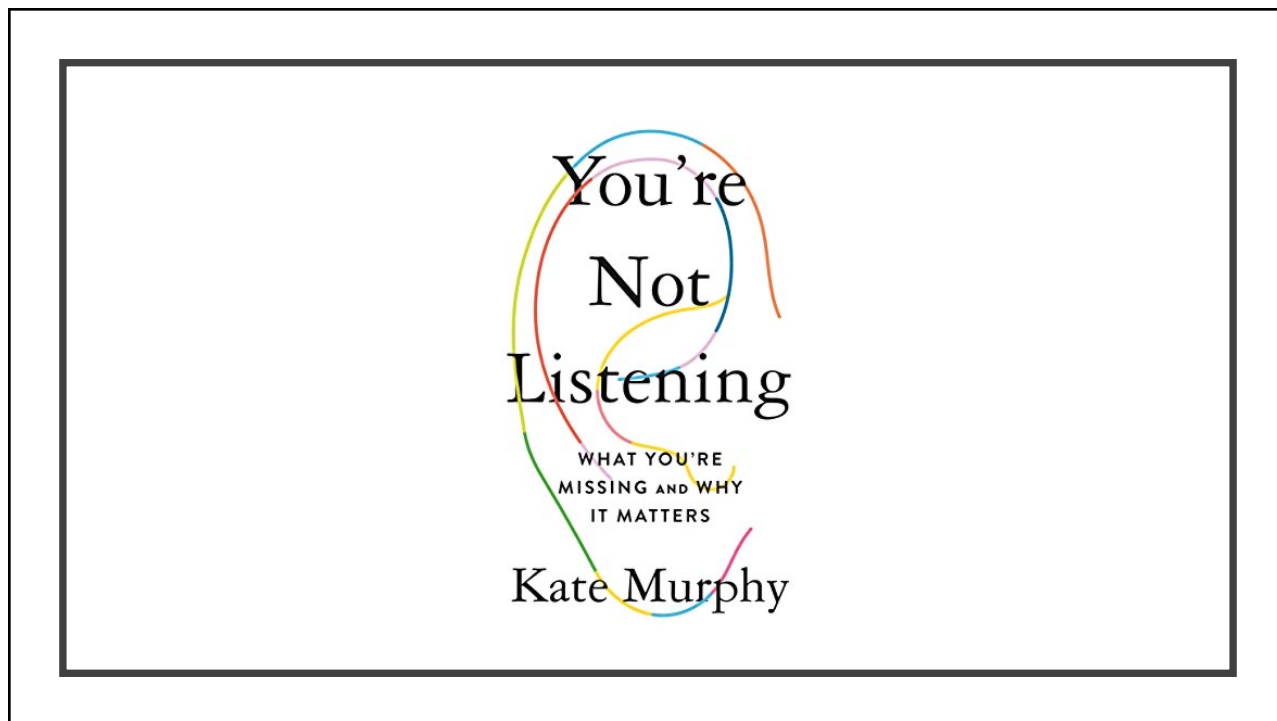
Applying Research To Reality

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This Session Is About You



- How you can be a better listener
- How you can be a better talker
- Ultimately, how you can be a better fundraiser

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Session Goals



Think

This different about the qualification process

- Do you hear everything you should be hearing?
- What are you not hearing?
- Are you hearing what the donor tells you with the intent they want?



Think

Think different about your cultivation plan

- It's not what you do, it's how you go about doing it
- How are you reacting to what you're hearing?



Think

Think different about the solicitation process

- It's not about what you need, it's about what the donor has told you regarding their priorities

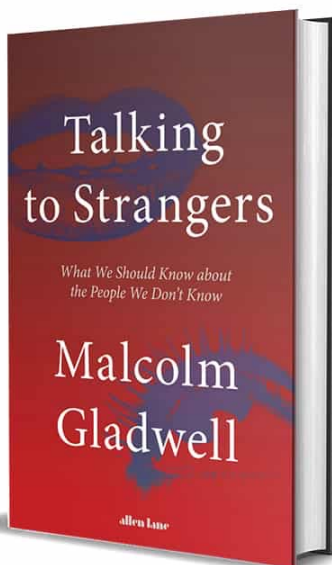


Think

Think different about the stewardship process

- It's not about how you've always said thank you, it's what they've told you they want or need at this step or what you've heard them tell you.

5



Neville Chamberlain

Chamberlain was one of the few European leaders to have actually sat down with Hitler prior to the outbreak of World War II, and he did so on three occasions.

Chamberlain believed Hitler's promise that all the *Fuhrer* really wanted was the Sudetenland, the ethnic-German part of Czechoslovakia, and had no designs on Poland or the rest of Europe.

Chamberlain believed this in part, because Hitler gave the British prime minister "the double handshake that he reserves for especially friendly demonstrations."

Chamberlain "was acting on the same assumption that we all follow in making sense of strangers. We believe that the information gathered from a personal interaction is uniquely valuable."

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Gladwell's Findings

1. You are overestimating your ability to read what people are thinking or feeling.
2. Humans naturally default to believing that others are telling the truth and are incapable of telling when someone is lying.
3. One reason you're so bad at judging people is that everybody expresses their emotions and thoughts differently.

As professional fundraisers, our jobs is to make connections – and research says we are inherently bad at it!

7

How to Talk to Strangers

The right way to talk to strangers
is with caution and humility.

8



9



10

GLAD
GLUM
GLEE
GLAM
GLEN
GLUE

11

Study Results

- When asked what their word choice said about them, the majority of participants responded “nothing, they’re just words”
- When given other people’s words, perfect strangers, and asked what they thought the strangers word choices revealed about the strangers, they became instantly judgmental.
- These were the same people who just moments ago had denied that the exercise had any meaning at all!



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Truth Default Theory

Our default is to believe people are telling the truth, assuming it until we have enough evidence that they are lying.

- Participants were asked to tell who was lying in a mock scenario of people talking about a test they had taken. After multiple runs of the experiment, results continue to show that people can accurately determine a liar 54% of the time.
- Are your donors and your perspective donors lying to you? Do you believe everything they tell you?

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What We Miss

We often miss lies, as well as truths, because when someone says something that doesn't make sense, most of the time, we don't stop the conversation and say, "Wait. Back Up. I don't understand."

In everyday conversations, people more often shrug and move on because it doesn't seem worth the trouble or they think they can guess what the other person meant.

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Transparency and Emotions

Excitement

In one study, only 5% of participants had a typical “wide-eyed and dropped jaw” that is usually associated with a surprise.



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Listening Activity

“He said, ‘I’m in love with her,’”
“He said he was in love with her”

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“To really listen is to be moved physically, chemically, emotionally, and intellectually by another person’s narrative?”



sometimes
we forget
to
listen...

18

Sad Truth

People have more experience with what makes them feel ignored or misunderstood than what makes them feel gratifyingly heard.

Bad listening behaviors include:

- Interrupting
- Responding vaguely or illogically to what was just said
- Looking at a phone, watch, around the room, or otherwise away from the speaker
- Fidgeting

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Experienced

Listening is not about the teaching, shaping, critiquing, appraising or showing how it should be done. Listening is about the experience of being experienced.

How can you help your donors be experienced?

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How to Listen to Donors

- Listening for things you have in common and gradually building rapport is the way to engage with everyone.
- Interrogation doesn't work with terrorists; it won't work when you meet someone new, and it will not work with donors.
- Are you trying to get to know someone or sizing them up or confirming what you believe?

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Curiosity

- When you meet donors for the first time, are you curious?
- Your internal stance should be one of curiosity. Are you curious today?
- Ask questions out of curiosity as opposed to questioning to prove a point, set a trap, change someone's mind or to make the other person look foolish".
 - In the heat of an argument with your partner or spouse, have you ever asked a question to prove a point or to change their mind?



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Presence of Cell Phones

“A study by psychologists at the University of Essex found that the mere presence of a phone on the table—even if it’s silent—makes those sitting around the table feel more disconnected and disinclined to talk about anything important or meaningful, knowing if they do, they will probably be interrupted.”



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Men vs. Women

- Evidence suggest that women focus more on relational and personal information whereas men are more attentive to fact-based information.
- Women are more likely to gain people’s trust and be privy to more self-disclosure, which make their conversations more interesting and, thus, reinforces their willingness to listen
 - Speaks to the importance of meeting spouse\partner during the solicitation phase.

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"Thanks, I knew I could count on you to turn my problem into something way worse that happened to you."

Support Response vs. Shift Response

26

Support Response vs. Shift Response

- Shift Response directs attention away from the speaker and towards the respondent.
- Support Responses encourages elaboration from the speaker to help the respondent gain greater understanding.

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Support Response vs. Shift Response

John: My dog got out last week, and it took three days to find him

Mary: Our dog is always digging under the fence, so we can't let him out unless he's on a leash (Shift)

John: My dog got out last week, and it took three days to find him

Mary: Oh no. Where do you finally find him? (Support)

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Support Response vs. Shift Response

- People like to appear knowledgeable; they ask question that suggest they already know the answer.
- People will also frame questions in ways that prompt the answers they want.
 - Don't you think...?
 - Isn't it true...?
 - Wouldn't you agree...?
- Good Questions don't end with "Right,?.. Right?"
- Shift responses are symptomatic of conversational narcissism

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Support Response vs. Shift Response

- Fill in the blank or open-ended questions are supportive:
 - “Why did you come to this presentation today?” vs. “Mike, you came to this presentation today hoping to learn...”
 - “Are there any questions?” vs. “What questions can I answer?”

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Importance of In-Person Visits

Non-verbal signals typically carry more than half, or 55 percent, of the emotional content of a message.

38% of someone’s feelings and attitudes are conveyed by tone of voice.

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Successful Donor Visits

- ❑ Listening is a privilege that must be earned.
- ❑ Both sides prove their trustworthiness by their attentiveness, sensitivity, and discretion, their relationship deepens, which leads them to engage in more significant transactions.
- ❑ Some of the most interesting and valuable bits of information have come not from my questioning, but from keeping my mouth shut.
 - ❑ Drive your prospect around town.
 - ❑ Go for a walk

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“Listen The Gift”

When someone says something to you, it's as if they are tossing you a ball.

Listening is often regarded as talking's meek counterpart, but it is actually the more powerful position in communicating.

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Device Switch

- On average, when people are at home, they switch between devices, phone, tablet or laptop twenty-one times per hour.
- Devices indulge of fear of intimacy by fooling us into thinking that we are socially connected even when we are achingly alone.
- Don't let donors feel that way through inauthentic relationship!

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Pay Attention

The average attention span in 2000 dropped from twelve seconds to eight seconds.

Goldfish have a reported attention span of nine seconds.



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