

## Donor-Centric Fundraising or: How I Got Over Asking For Money and Started Having Fun



Welcome! Grab a seat with a colored Post-It note.

On it, please write down your biggest fear about fundraising and asking for money.

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## Donor-Centric Fundraising or: How I Got Over Asking For Money and Started Having Fun



Erica Oakley-Courage  
*Development Director*



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## Group Introductions



Name

Organization

Title

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### Fundraising



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### My Secret Weapon



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### This is Not Fundraising...



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### This is...



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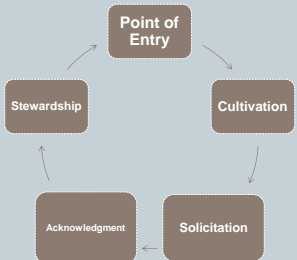
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### The Donor Lifecycle



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### In Other Words

Involvement



Investment

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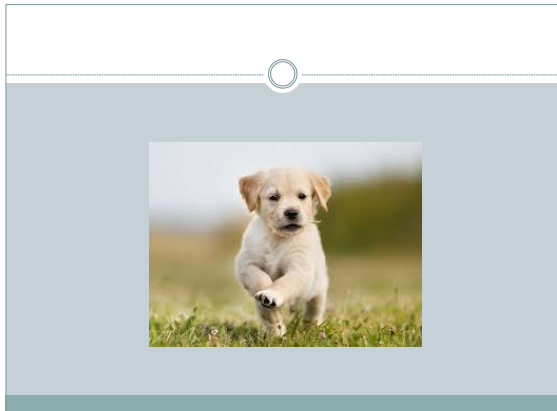
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## Fundraising Roles

Executive Director – *Drives the vision*

Development Director – *Chief Strategist*

Natural Partner – *Helps get and attends the meeting*

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## Predisposition



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## Be Curious



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## The Importance of Stories



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## Articulate the Impact

Vision

Priorities

Plan

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### Ways to Get Involved

Champion

Invite

Invest

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### The Donor Pyramid

Major Donors

Recurring & Annual Donors

Occasional Donors & Event Participants

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### Be Quiet



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### Follow Up



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### Be Authentic



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### Ask Reluctance

Not knowing what to ask for

Not knowing if the prospect is qualified

Lack of training

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## Chase the Antelope

This!



Not this!



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Conviction

Authenticity

Tell a good story

Have fun; be funny

Be bold

Be joyful

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## Activity



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## Fundraising



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## Resources

Joan Garry – Website, newsletter, podcast

The Suddes Group – Website, newsletter, training

Network for Good – Website, newsletter, webinars

Peer network

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# Thank you!

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719-941-9491

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