

Essentials of Development

Embracing the Donor

2018-2019

Introduction

Development is all about relationship

- We are all hardwired to be in relationship
- We are all hardwired to be involved in something bigger than ourselves



Definition of a Donor: *someone who gives a resource.*

It can be:

- Volunteer time, expertise
- “Gift-in-Kind” (GIK)
- Money
- A future gift written into their estate plan



Setting the Stage for the Romance

The Essentials of Development:

1. Case Statement
2. Development Team
3. Segmented Donor List
4. Development Plan



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Let the Romance Begin!

1. Introduction – entry point into the embrace

- A participant (or relative) in your organization or someone who has benefited from your organization in some way
- Introduction from a board member or someone involved with your organization
- Come to a fundraising or awareness-raising event
- Someone with common goals/interests



Let the Romance Continue

2. Start developing relationships and trust

- Be honest, be who you are, ALWAYS!
- It's not only about your organization, it's also about the prospective donor
- Be there, engage in things that interest them
- Do what you say you will do



Let the Romance Continue

3. Determine if it's a good fit

- Suggest a tour
- Find out about them... *listen* to their story
- If not the right fit, direct them to another organization that's a better fit for where their passion is



Let the Romance Continue

4. Make the “Ask”

- At the right time, when you are pretty confident of a “yes”
- For the right resource... time, expertise, money, and/or GIK
- For the right amount... usually requires starting small until there’s time to develop more trust and exposure



Let the Romance Continue

5. Thank appropriately

- Thank them ASAP
- Know your donor, thank them how they want to be thanked
- See separate handout, “30 Ways to Do Thank Yous or Do Donor Touches”



Let the Romance Continue

6. Keep them connected and informed

- Give 2 or 3 “touches” that convey you are interested in them as individuals as well
- Let them know the “inside information” of what’s happening at your organization
- Tell stories that connect them to the purpose of your organization
- Share with them the impact of their giving



Keep the Romance Alive and Hot

- Do the embrace over and over again, getting tighter all the time
- Let them feel the organization's passion and know that their contribution helps fuel the passion
- Invite them to be on the inside... staff retreat, special planning meetings, etc.
- Keep hugging them back
- Watch for the sparks that continue to turn the resource engine



Keep the Mystery in the Romance

- Remember the Mars and Venus differences... some will want more facts; others will want more relationship
- Remember the importance of trust in relationships... don't do *anything* that breaks it



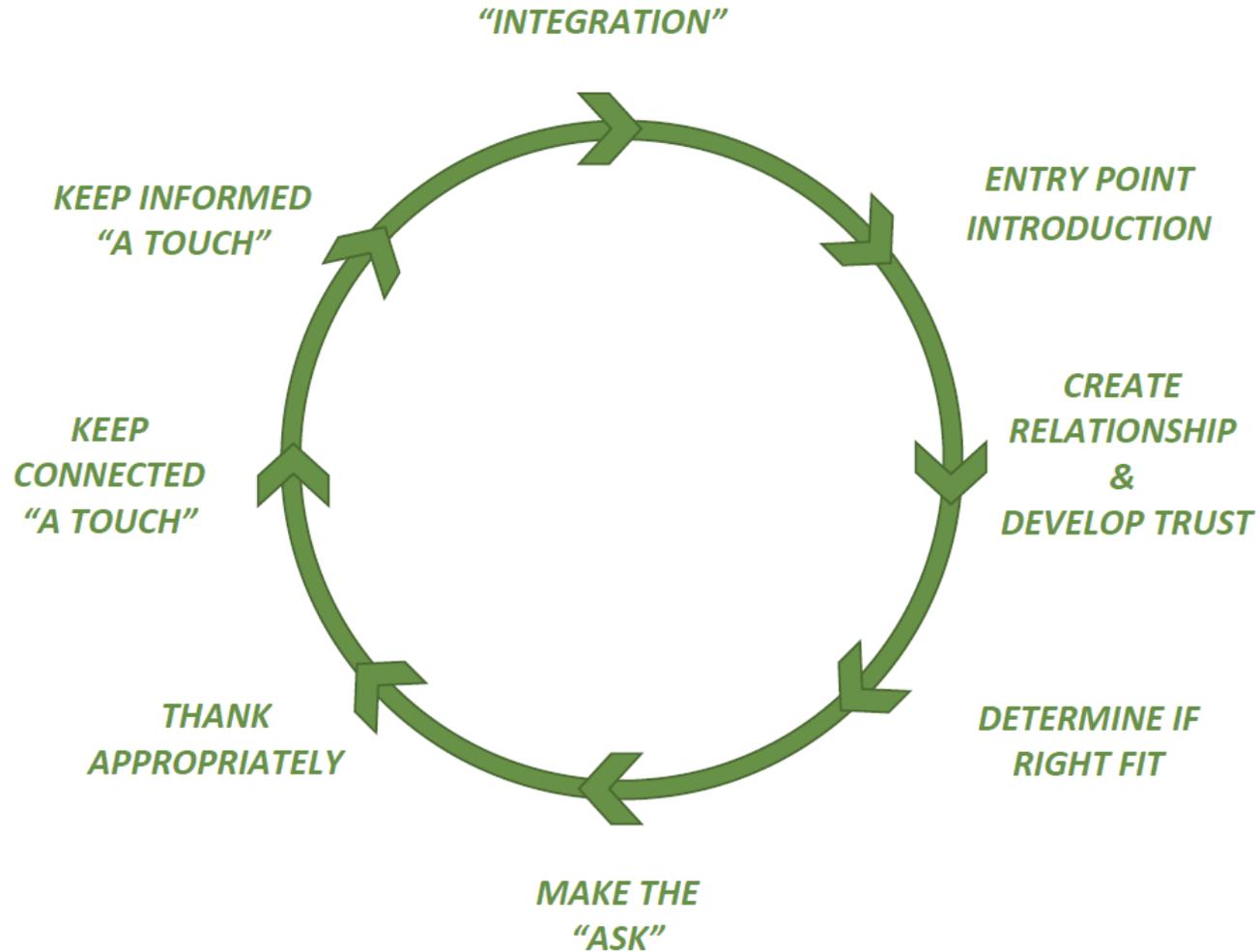
Full Integration for the Long Haul

- Listen for when they begin using the personal pronoun “we” when referring to your organization
- Listen for when your organization becomes part of their story and they carry your organization close to their heart
- Watch for the joy when the donor is pulled so close they feel the heartbeat of your organization and their hearts are transformed in the process



EMBRACE OF THE DONOR

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Thank you.

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