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
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
Thank you.

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