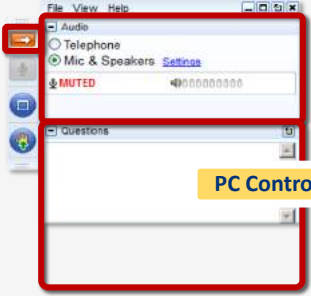




GoToWebinar Housekeeping



PC Control Panel



Mac Control Panel

Attendee Participation

Using your control panel...

Join audio:

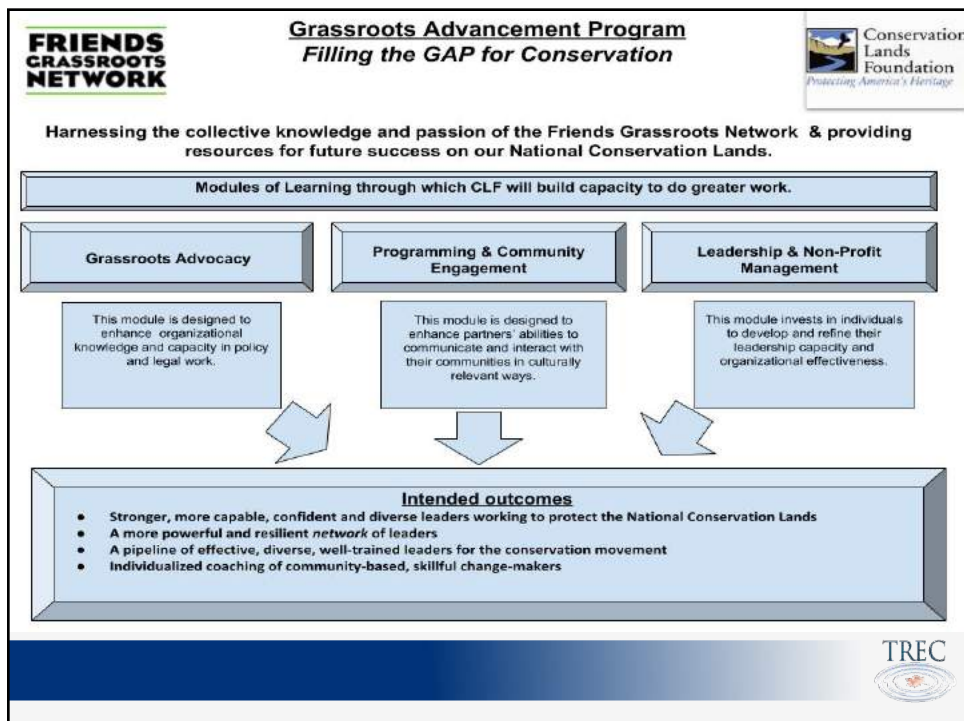
- Choose "Mic & Speakers" or "Computer Audio" to use VoIP
- OR choose "Telephone" or "Phone Call" and dial-in using the information provided

Submit questions and comments via the Questions panel.

Note: Attendees are muted and your webcams are disabled (listen-only mode).



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Training Resources for the Environmental Community
Presents:

Increasing Fundraising Success: Telling Your Story and Making Effective Asks



Presented by: Katie Davis

TREC Associate

October 7, 2019

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Today's Topics

- Value of good storytelling
- Elements of a compelling story
- Anatomy of an ask
- Practical storytelling pieces
 - Elevator pitches
 - Case for support



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Value of a Good Story

- Attracts and motivates donors to give by making them feel something.
- Helps you to express your mission to people who may not be familiar through imagery.
- Inspires and motivates people to take action.
- Creatively and cleverly illustrates your impact.



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Where Can You Use Your Stories?



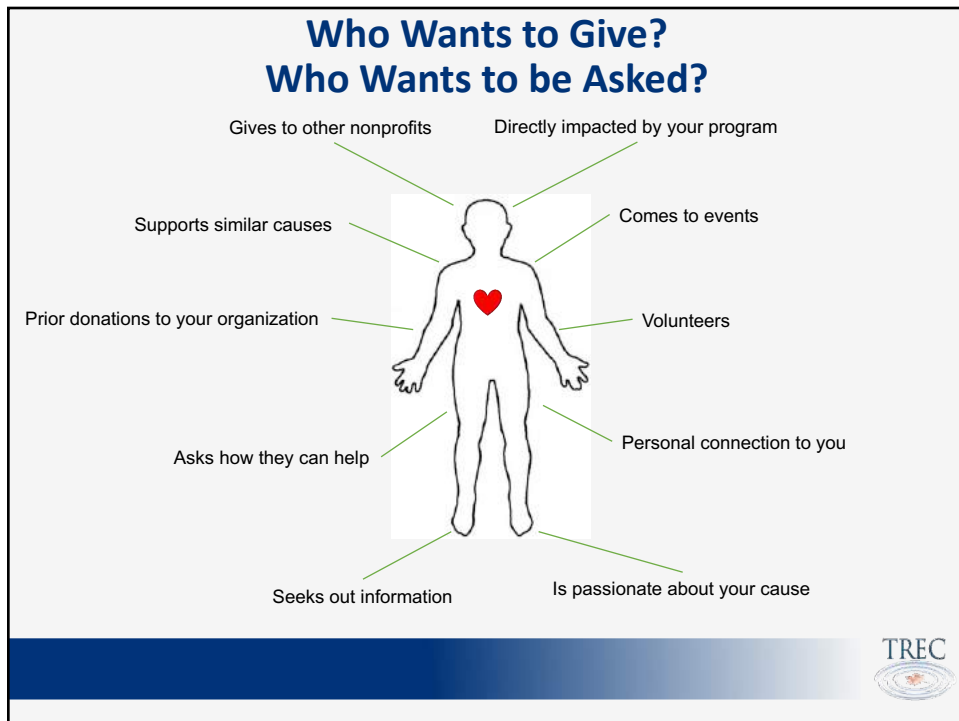
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Elements of a Good Story

- Character
- Conflict
- Call to Action
- Visuals (audio/video/print)
- Clear Powerful Language
- Versatility



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Types of Asks

- First gift
- Recurring gift
- Major gift
- Legacy gift
- Sign a petition
- Attend an event
- Volunteer
- Other calls to action

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Anatomy of an Ask



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Step 1: Pleasantries

The
kid/family

Their work

Keep it brief

Last time
you saw
them

Their recent or
upcoming travel



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Step 2: Make a transition

“Listen...I’m glad we were able to talk today because I have something important to share.”

Let people know the topic has changed to something more serious.

“Stacy, I have a serious question that I want to ask you.”

“Cliff, I need your help.”

“I’m glad we got together today because I have some exciting news that I’m hoping you’ll want to be a part of.”



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Step 3: Make the connection

Remind them of your personal connection with the organization’s mission and theirs (if they have one).

“Maya, as you know, I’ve been on the Board of XYZ for 3 years now...”

“Tom, you’ve been to three field volunteer outings, and I also saw you at our event last week.”



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Step 4: Share the problem you're addressing

Make sure they understand what your organization does, the impact of your mission, and why it's important.

"Janet, I'm heartbroken when I see these animals that are killed crossing the busy highway North of town. It senseless and so preventable, but we don't have the resources to fix it."

"Samuel, every day, hundreds of trees must cut down in the Yellow Forest due to flim flam disease, and each year 2,500 will die because they we can't afford the treatment they need for their affliction."



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Step 5: Explain how they can help

This is the background for your specific ask.

Why are you asking them to come to an event?

"We'd would love for you to come because we're trying to raise our public profile."

Why are you going to ask them to give \$500?

"We want to serve people in the community so that they can find more sustainable ways to make a living."



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Step 6: Make the ask

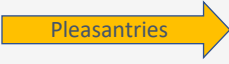
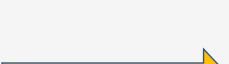
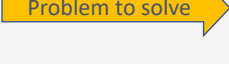
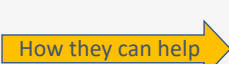
Make it a direct question

Ask for something concrete & specific



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Sample In-Person Ask

	Pleasantries	Hi Ruth, how are you? How are the kids?
	Transition	Listen, I've got something very important to ask you.
	Connection	As you know, I've been on the board of the Pacific Sea Otter Rescue for almost a year now, and it's something that is very near and dear to my heart.
	Problem to solve	It's springtime now and otters are having pups. Every time I go into the rescue to volunteer there is a new orphan pup that desperately needs care, but we don't have the space or facilities to care for them so they can go back into the wild. It's very sad!
	How they can help	Ruth, right now, we can only rescue and care for 4 orphan pups at a time. Our goal is to be able to help every orphan pup we rescue. We need to raise \$150,000 to make that dream a reality.
	Direct ask	Ruth, would you be willing to contribute \$1,000 to help us reach that goal?



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Sample Appeal Letter Ask

- Salutation - (NOT "Dear Friend")
- Pleasantries – "Hope this letter finds you basking in the last of summer's sunshine."
- Transition – "We are experiencing some catastrophic changes in our climate."
- Problem to solve - present the "why", "how", & "what"
- How they can help - Call to action (use the enclosed envelope and make a gift today)
- Direct ask - What will this gift do?

Also....

- Sign off with handwritten signature or personal note
- Include remittance slip/envelope



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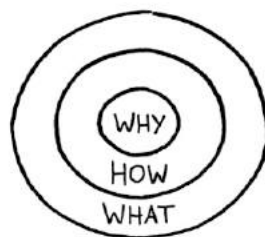
What's the Difference?

- **Elevator speech** is a greatly abbreviated case statement.
 - 30-45 seconds long
 - Why, How, What
 - Quick touch when you don't have a lot of time to introduce someone to your organization.
 - Leave the person wanting more.
- **Case statement** is an in-depth story that motivates gifts based on philanthropic intent, as influence is far more effective than peer pressure, guilt, social recognition, or tax benefits.
 - Could be 4-6 pages in length
 - Who, What, Where, When, How, So What



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The Golden Circle



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What

Every organization on the planet knows WHAT they do. These are products they sell or the services they offer.

How

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

Why

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. It's a purpose, cause or belief. It's the very reason your organization exists.

<https://www.youtube.com/watch?v=IPYeCltXpXw>



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combating global warming

protecting wild places

saving species

educating youth

Why?!

Donors don't support WHAT you do, they support WHY you do it!

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How do you do “it”? What sets you apart?

- Petitions
- Canvassing
- Work on Public Lands
- Partnerships and Collaborations
- Etc.

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What are you doing to address the problem?



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Going Up? Elevator Pitches.

STEP 1 Tell a story that connects to your mission.

STEP 2 Show how your organization can bring about the solution.

STEP 3 Make the ask. Invitation to engage.



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Elevator Pitch Example

Me: "Hey Katie, aren't you sick of this rainy winter?"

K: "Yes! It's been terrible."

Me: "Well, did you know that about half of Oregon is high desert, and you can easily escape to the dry side of the Cascades? I work for the XYZ Organization and our mission is to protect public lands in Oregon's high desert. We want to make sure those special places are accessible, not just for our winter escapes, but also for future generations to enjoy."

K: "Wow, sounds like cool work."

Me: "Totally! If you want to join us and get outside, you should come on a guided hike with us April 8th to get a taste of the desert. Can you make it out that day?"

K: "Sounds fun and dry, sign me up!"



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Expanding your Elevator Statement into a Case Statement



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Some Questions to Answer in Your Case for Support

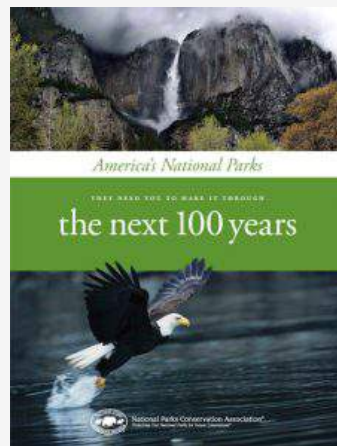
- What is the problem we are addressing?
- Why is it urgent to address this problem right now?
- How is our organization addressing the problem?
- What are our guiding values?
- Who do we serve?



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Putting your Case for Support to Work for You

- Online fundraising
- Membership appeals
- Major donor meetings
- Annual reports
- Foundation proposals
- Other places?



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Challenge Opportunities

1. Work through your why, how, & what
 - Create 1-2 elevator pitches
 - Share with board/staff/key volunteers
2. Incorporate “ask steps” in your year-end direct mail or email appeal



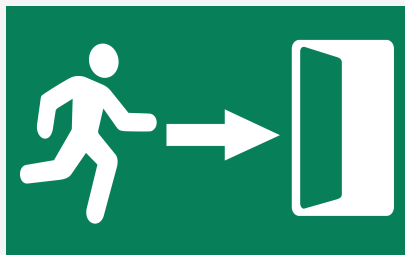
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Evaluation of this webinar

As you exit the webinar...

Please fill out our brief survey!



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Questions?



How to Participate

Using your control panel...

- **RAISE YOUR HAND** if you would like to be unmuted to speak your question
- OR continue to submit questions and comments via the **Questions** panel.

Thank you for attending today's webinar! We will stay after to answer your questions, but feel free to exit the webinar if you need to go.

