

Asking or offering?

The psychology of raising large gifts with confidence

LOUISE MORRIS, SUMMIT FUNDRAISING



@summitfundraise



Louise Morris

Vala

VASTUULLINEN LAHJOITTAMINEN RY

SU  IT
FUNDRAISING





Who has the power?



When you have a lot of money you can:*

- ✓ Spend it
- ✓ Give it to your children or family
- ✓ Give it away to make a difference

”

I highly recommend a gift to one of the thousands of organizations doing remarkable work

Every one of them could benefit from more resources to share with the communities they're serving.

And the hope you feed with your gift is likely to feed your own.

MacKenzie Scott



Turn to the person next to you or in front/behind:

**Share a time when you gave to a
non-profit and you felt
positive or warm or amazing!**



5 Minutes







We need to be curious

We need to find out someone's "why"

We need to connect them deeply

BEFORE *we ask for money*

The logo features the letters 'SUU' in a purple serif font, followed by a stylized 'X' composed of two overlapping mountain-like shapes in teal and purple, and the letters 'IT' in the same purple serif font.

SUU X IT

F U N D R A I S I N G

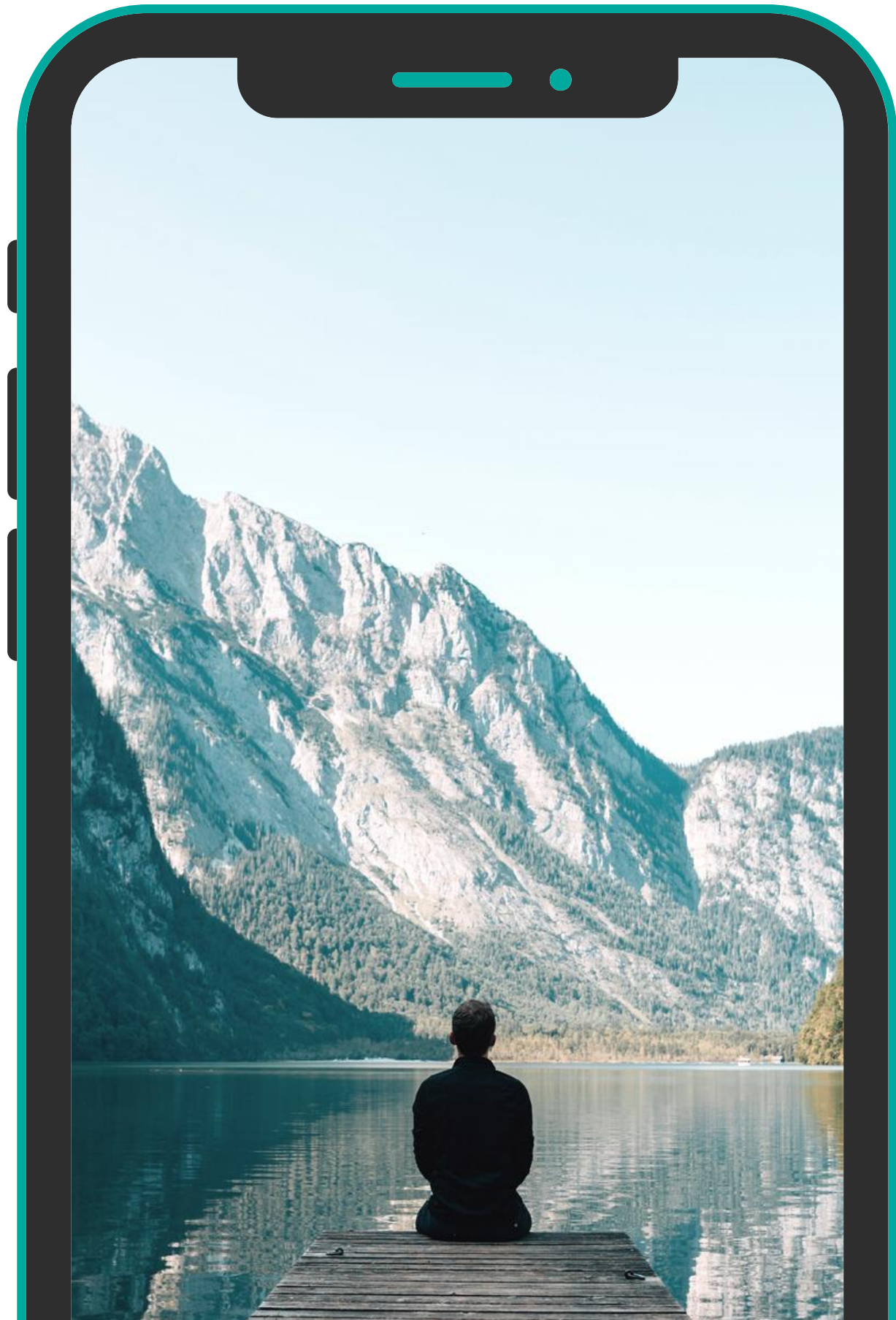


1. BE CURIOUS



- Embrace your natural curiosity.
- Ask lots of questions
- Discover the person not a "prospect".

Put yourselves in your donors' shoes



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55% of communication
relating to feelings or
attitudes is non-verbal

Albert Mehrabian 1967

5 Reasons it's worth it

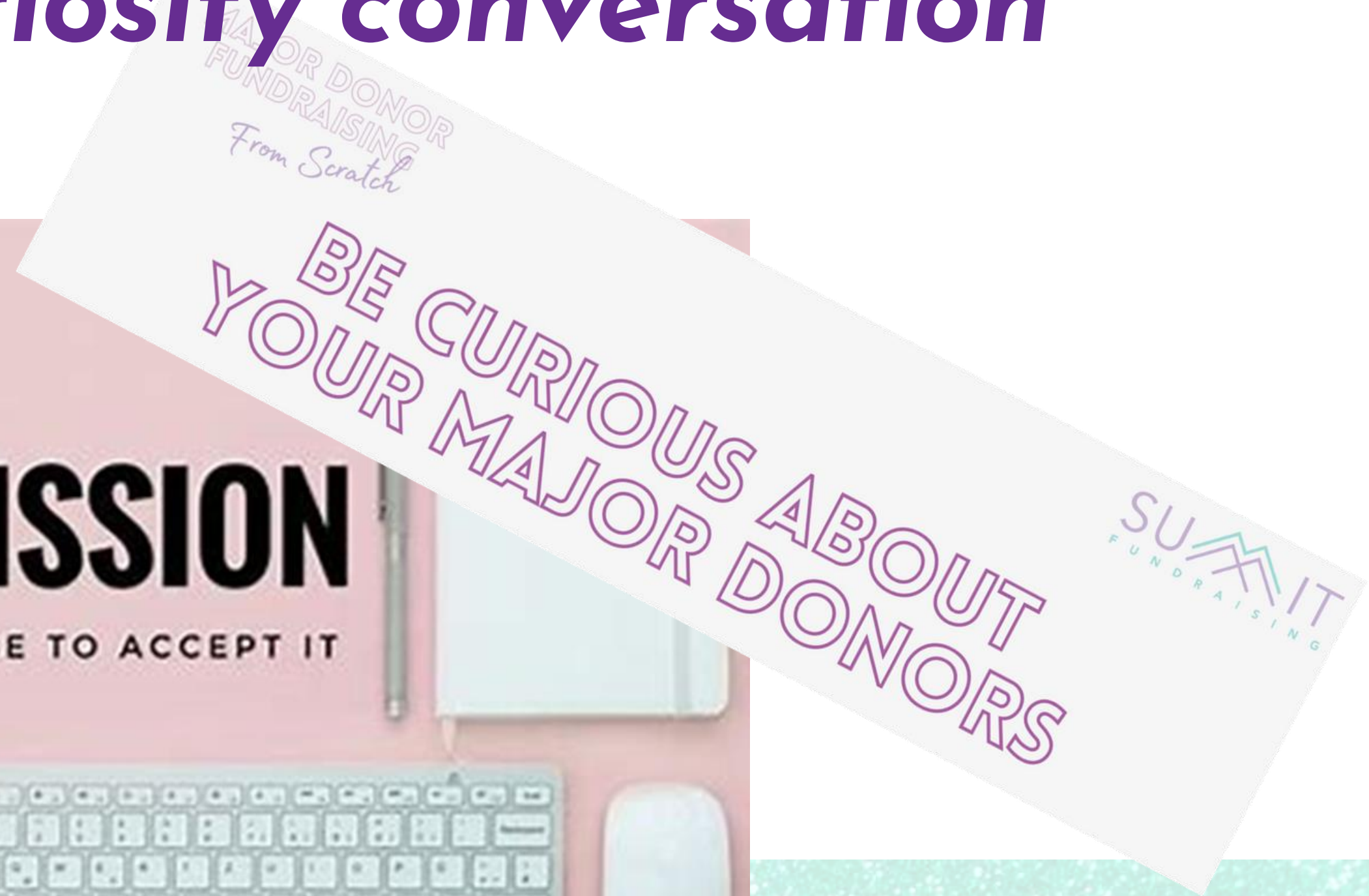
1. Trust
2. You can be curious
3. Doors open
4. You can offer/ask
5. Energy!



Get more curiosity conversations

- ✓ Make it easy or enjoyable (or both!)
- ✓ Ask for input
- ✓ Thank
- ✓ Events/experiences
- ✓ Persevere!

Have **ONE** curiosity conversation



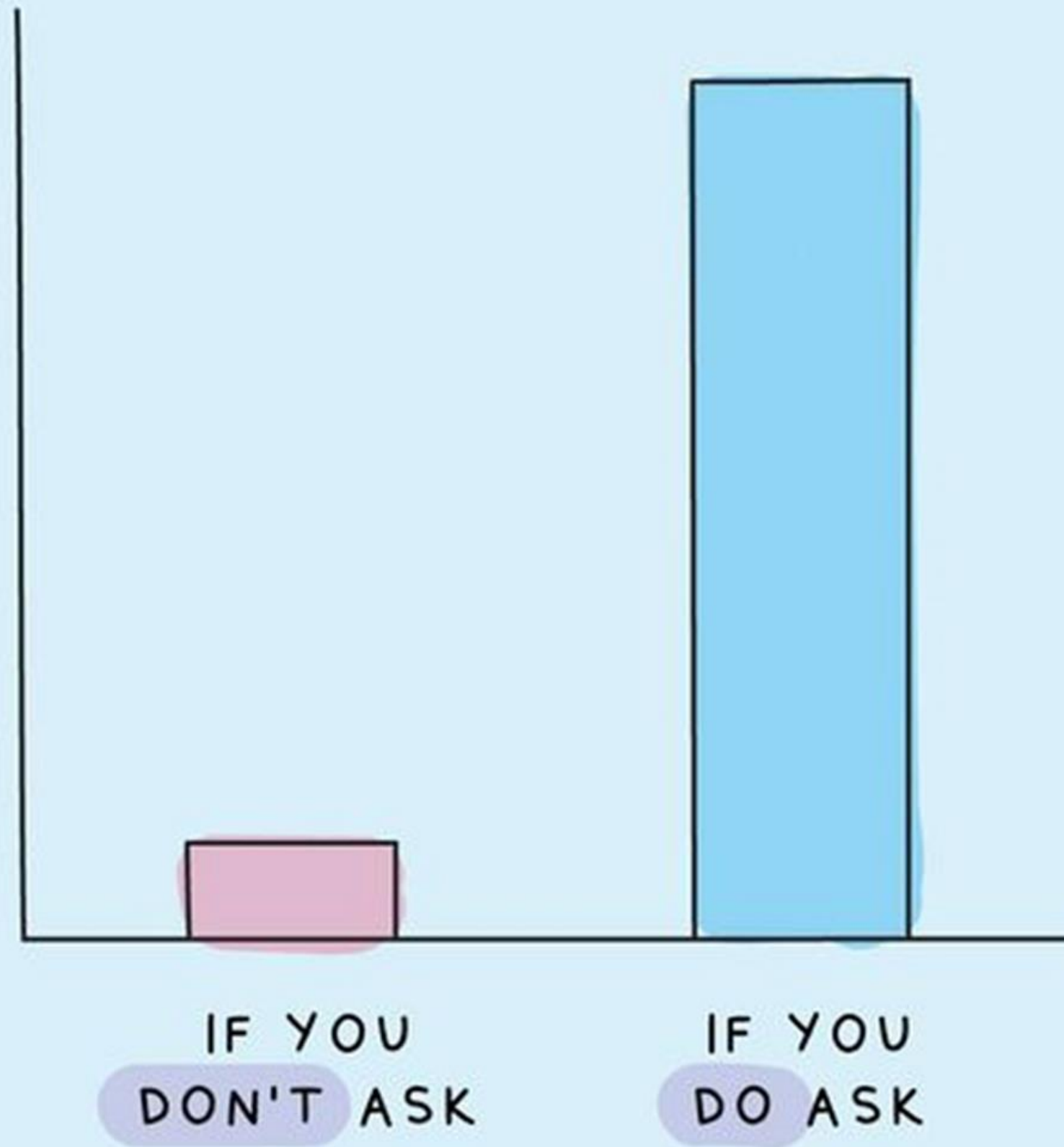
What do you fear most about asking?
What holds you back?



Take a minute



POSSIBILITIES



@LIZ AND MOLLIE

4.OFFER

Remember to offer the opportunity to give. It's

GOOD FOR THEIR WELLBEING...



...but that doesn't mean they'll do it without being asked (that's where you come in!)

Some people won't want to give when you offer. That's okay; it's inevitable.



MAJOR DONOR RELATIONSHIPS

A worksheet
from Louise Morris...
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1. BE CURIOUS



- Embrace your natural curiosity.
- Ask lots of questions.
- Discover the person not a "prospect".

Be curious about them as a human - not a line on your forecast.



Do their values align with your charity's values?

2. PAUSE



Taking a step back will allow you to take the best step forward... rather than standing still.

What would appeal to this person?



...because you don't have time...



...to rush this process.

3. CONNECT



Find ways to connect each individual donor to your charity's work, to other donors, to those at your charity (including you!)

If they're already giving they need to know how they're helping



Be yourself. You're more interesting when you're being yourself. (we promise!)

4. OFFER



Remember to offer the opportunity to give. It's GOOD FOR THEIR WELLBEING...

...but that doesn't mean they'll do it without being asked (that's where you come in!)

Giving can enhance & transform people's lives in every way.



IT BRINGS:
☒ Enormous fulfilment
☒ Immense enjoyment
that you won't get anywhere else.

Some people won't want to give when you offer. That's okay; it's inevitable.

Be kind to yourself.



5. GO DEEPER

Fundraising from high net worth individuals is not a one-off activity. You should look for ways to deepen the connection.



Thanking people 4 or more times in a year makes them more likely to give more & give for...



Caring for the people who give to your charity will make your job more enjoyable.



Not everyone will say yes

Set realistic
expectations
for yes vs no



No is not a
negative



A full-page background image of a sunset or sunrise over a dark horizon. The sky is filled with dark, layered clouds, and a bright sun is visible just above the horizon line, casting a warm glow. The overall color palette is dark with hints of orange and yellow from the sun.

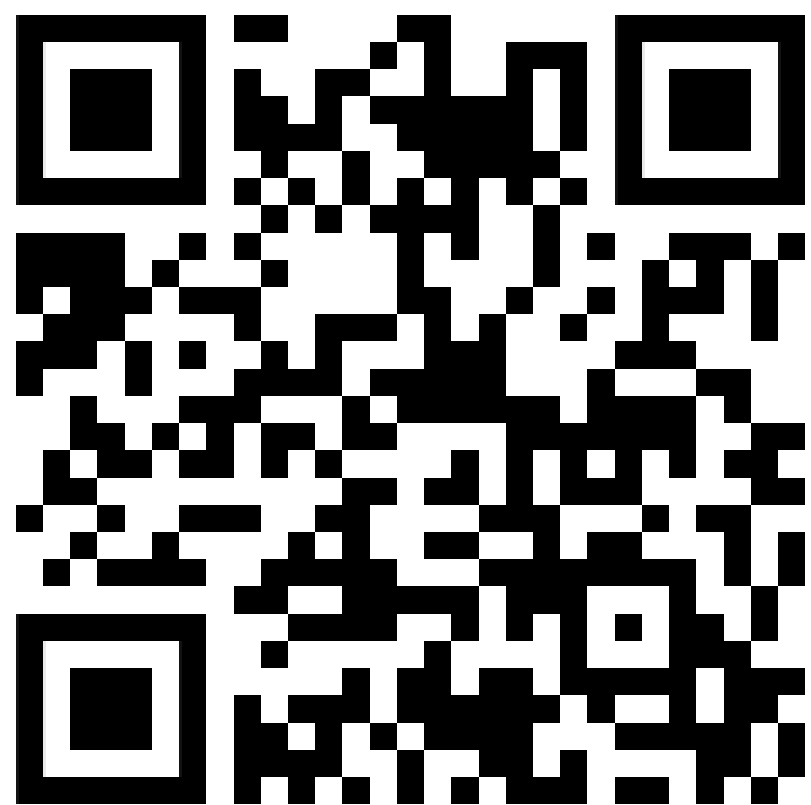
Be bold, dream big

**Join the growing Summit community
for free**



Thank you

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