

# Sustaining the Care

Preparing today. Protecting tomorrow.

## Raising More Money by Asking About Asking

Kent Stroman, CFRE  
Institute for Conversational Fundraising



Institute for  
Conversational Fundraising™

# INTRODUCING

Purpose in life: *Equip, Inspire & Encourage*

- Published Author
- Popular Speaker
- Dedicated Leader
- Frequent Award Recipient
- Trusted Consultant (since 1999)
- Background in Higher Ed. (25 years)
- Certified Fund Raising Executive (CFRE)

**M. Kent Stroman**  
America's **ASKING** Coach





# Getting started ...

Name your  
**BIGGEST OBSTACLE**  
to successful one-on-one  
gift solicitation.



# THE RESEARCH SAYS...

- Absence of a Plan
- Fear
- Lack of Experience
- No Relationship
- Time Pressures
- What Amount
- Who to Ask

Top Obstacles

**Move**  
**beyond...**

... my obstacle by:

# Your response?

How is this ad like  
(or unlike) your solicitations?



# Your response?

How is this ad like  
(or unlike) your solicitations?



# 7 Tips

to

# Conversational Fundraising

# 7 Tips

1. Define Success
2. A three year price tag
3. Call teams
4. Advice visits
5. Written proposal
6. Manage your meetings
7. Discipline the process

# Tip #1

**Define Success:**  
Serve donors by helping  
them make a well-  
informed decision.

# DEFINITION:

## Success

### 2 Perspectives:

- From the **NPO's** perspective . . .
- From the **donor's** perspective . . .

# DEFINITION:

## Success

From the viewpoint of the  
**NPO**, success means  
reaching the fundraising goal.

# DEFINITION:

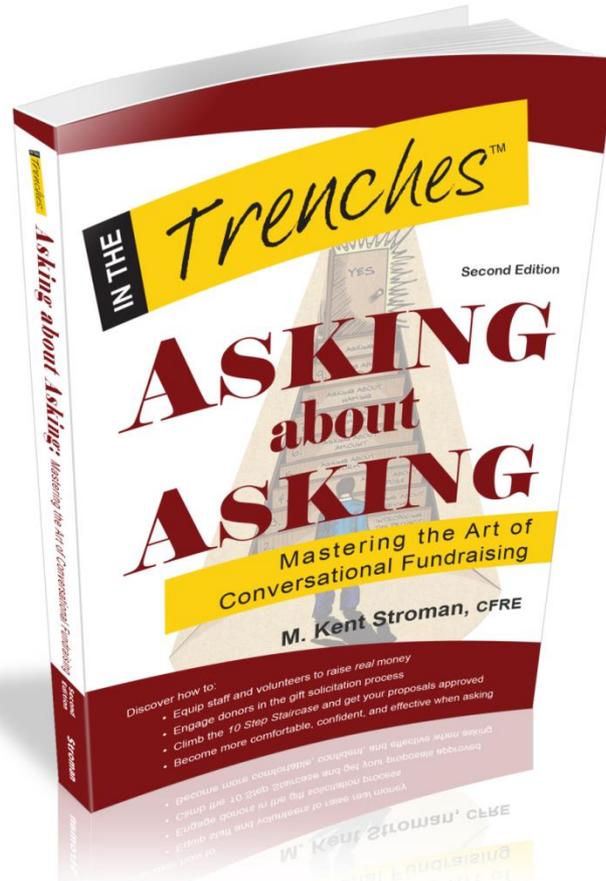
## Success

From the viewpoint of the **donor**,  
success means  
making a well-informed decision.



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# Resources



[www.KentStroman.com](http://www.KentStroman.com)



# CONVERSATIONAL FUNDRAISING™

**is ...**

***is not ...***



# CONVERSATIONAL FUNDRAISING™

**is . . .**

*Utilizing ordinary, natural encounters to explore *mission-centered, sustainable, relationship-based* decisions.*



# CONVERSATIONAL FUNDRAISING™

**is ...**

**conversation**



# CONVERSATIONAL FUNDRAISING™

*is not ...*

**confrontation**

A portrait of Charles Arthur Floyd, a man with dark hair, wearing a dark suit jacket, a white shirt, and a blue patterned tie. He has a neutral expression. A white speech bubble with a black outline is positioned to the right of his face, containing yellow text. The background is a dark, textured blue.

You can  
raise more  
money with a  
smile and ...

**Charles Arthur Floyd**

# Tip #2

Offer a three  
year solution.



# Provide Basic Materials

- Case Statement
- Price Tag (campaign goals)
- Gift Chart

# Big Gifts

## MY DESCRIPTION:

- 'Happy Dance'?
- Redirects your attention

## YOUR DEFINITION:

- Largest gift ever?
- Biggest gift last year?



## SAMPLE GIFT CHART\*

### *Leadership Gifts*

1 gift of	\$1,500,000	for a total of	\$1,500,000
1 gift of	\$1,000,000	for a total of	\$1,000,000
3 gifts of	\$ 500,000	for a total of	\$1,500,000
<u>6</u> gifts of	\$ 250,000	for a total of	<u>\$1,500,000</u>
11 gifts		totaling	\$5,500,000

### *Major Gifts*

12 gifts of	\$ 100,000	for a total of	\$1,200,000
18 gifts of	\$ 50,000	for a total of	\$ 900,000
<u>36</u> gifts of	\$ 25,000	for a total of	<u>\$ 900,000</u>
66 gifts		totaling	\$3,000,000

### *General Gifts*

72 gifts of	\$ 10,000	for a total of	\$ 720,000
84 gifts of	\$ 5,000	for a total of	\$ 420,000
106 gifts of	\$ 2,500	for a total of	\$ 265,000
<u>106</u> gifts of	<\$ 2,500	for a total of	<u>\$ 95,000</u>
368 gifts		totaling	\$ 1,500,000
<b>445 Gifts</b>		<b>Totaling</b>	<b>\$10,000,000</b>



“

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*We always find what we're  
looking for . . . or less.*

---

”

# Tip <sup>#</sup>3

## Engage Call Teams [a peer & a pro]

Qualifications: Passionate  
Generous

# Tip #4

Make  
advice visits.

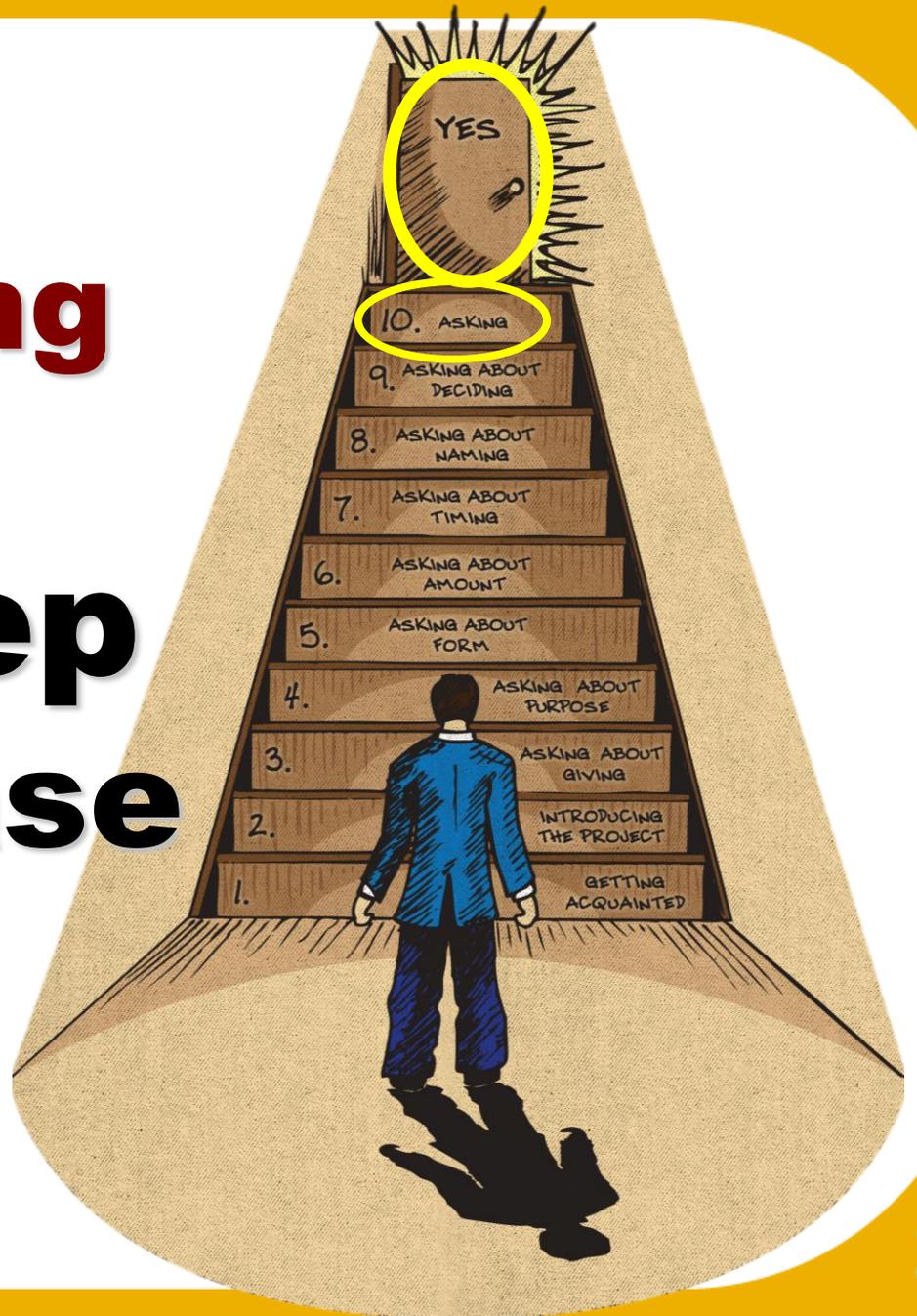


# Learning to NOT ASK for money

# 2 Risks to avoid!

1. Early **Rejection**
2. Early **Acceptance**

# Climbing the 10 Step Staircase





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*The most important part of a  
donor call is not what you say.*

(Don't stress over this.)

*Instead, it's what you hear.*

---





# Today's BIG Idea

**Listen**  
to your donors!

This is *why* we Ask About Asking.

# Tip #5

Prepare a  
written gift proposal.



# Simple Proposal

## DRAFT Proposal

**To:** Katie and Jason Rutherford

**From:** Healthy Hearts Education Center

**Date:** February 11, 20xx

**Amount:** \$1,500,000 (over 3 years)

**Purpose:** No Boundaries campaign

**Naming:** Betsy Armstrong Activity Room

**Fine Print:** The donation will be fulfilled by stock transfers during each of the next 3 years. Our facility naming policy requires the board to give final approval to this naming request.

**Approvals:**

\_\_\_\_\_  
Katie Rutherford

\_\_\_\_\_  
Date

\_\_\_\_\_  
Jason Rutherford

# Tip <sup>#</sup>6

## Manage your meetings

Hello + confirm + 'but first' + ask = 1/3

Listen + reply = 2/3

# Tip #7 Discipline

the process – it works!

[an **advice visit** – every time!]

[a **call team** – every time!]

[a **written** gift proposal – every time!]



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# Wrap-up:



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“

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---

”



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# A Pledge to ACT



# Contact Info

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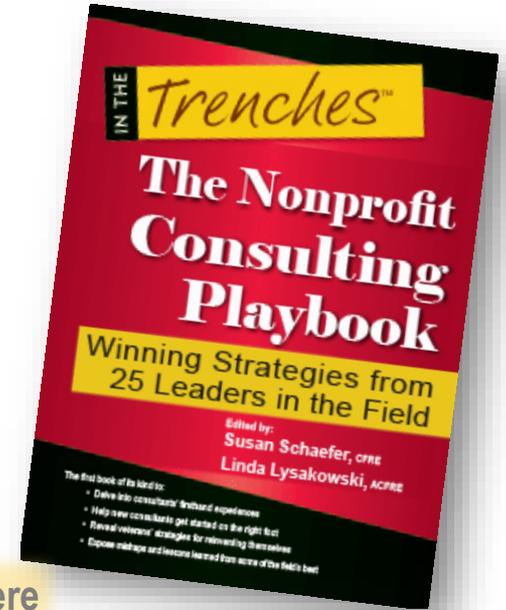
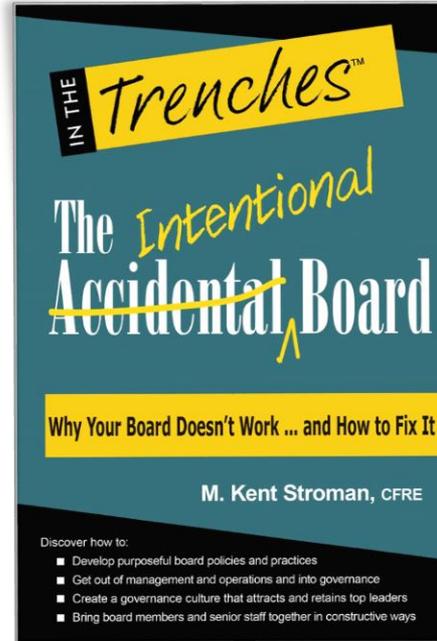
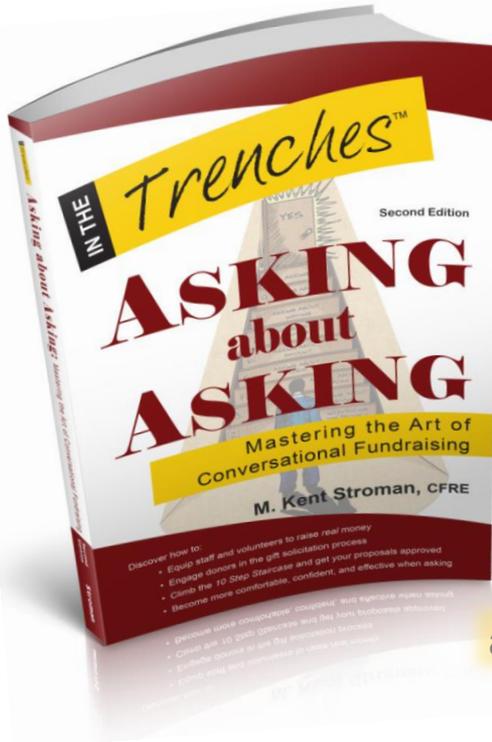
↑  
**kent**  
**STROMAN**

*reach new heights*





# Kent's books



available from booksellers everywhere

**BARNES & NOBLE**



**CharityChannel  
PRESS**



**Our mission:** *Equipping leaders to dramatically transform their fundraising results.*

We achieve this through:

- Seminars
- Board retreats
- Team workshops
- Executive coaching

*and now ...*



*the* Asking  
Academy™



Thank you  
for your participation!

*I wish you much success  
in all your Asking!*



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*the* Asking  
Academy™

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dramatically transform their results.*

[www.ConversationalFundraising.com](http://www.ConversationalFundraising.com)

**End**

# 5 Roadblocks

[ If we have time, let's  
come back to this. ]



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# 5 Roadblocks

TO

**CONVERSATIONAL**

**FUNDRAISING™**

# Roadblock

Assuming  
(and guessing)

#1

# Roadblock

# #

Unpreparedness  
(vs. confidence)

# 2



# Roadblock

Insincerity

#3



# Roadblock

Fear

#4



# Roadblock

Failure to  
Listen

#

5