

Securing Significant Gifts from Wealthy Individuals

Faith & Fundraising Conference
February 26, 2024

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What to Expect:

Owning Your Money Story

My First Ask

Self Imposed Barriers

Making the Mindset Shift

Why Wealthy People Give Big

Why Relationship Fundraising Is King

The Ask

**every little
bit counts**

**donor
fatigue**

Nonprofit

Handout

**What's Your ORGANIZATION'S
Money Mindset?**

**making
ends meet**

Charity

**wearing
many hats**

**take what
we can get**

Money Stories

Dr. Brad Klontz
Financial Psychologist

Associate Professor of Practice at
Creighton University & Co-Founder of
the Financial Psychology Institute

Kathleen Burns Kingsbury
Wealth Psychology Expert

founder of KBK Wealth Connection
published author and speaker



Let's Unpack

**What Money Memories
Are You Carrying?**



What I discovered

The relationship that you have with money is YOURS...not your donors

THE SKY'S THE LIMIT!

My First Ask!

Zero experience!

Needed \$10K for a new pick up truck (1998)

I was TERRIFIED!! 🙌😬🙌

Met with a wealthy donor

I ASKED FOR \$10K ON FIRST VISIT

HE SAID YES!!

Gave me a \$10K check on the spot!

Self Imposed Barriers

Anticipatory Anxiety

Imposter Syndrome

Self Imposed Barriers

Anticipatory Anxiety

“worry about the future and the fear that bad things might happen or that you might become unable to successfully accomplish what you set out to do.”

Overcoming Anticipatory Anxiety by Sally Winston & Martin Seif

Self Imposed Barriers

Anticipatory Anxiety

Why Does It Happen?

Fear of the unknown

Past negative experiences

Pressure to perform

High expectations (from yourself or others)

Self Imposed Barriers

Anticipatory Anxiety

Take the edge off!

Acceptance – it is what it is

It's normal to feel anxious

Don't judge yourself

Focus on the present moment

Breathe deeply

Visualize success – picture hearing “yes”

Prepare like a pro!

Self Imposed Barriers

Imposter Syndrome

the persistent inability to believe that one's success is deserved or has been legitimately achieved as a result of one's own efforts or skills.

The signs...

Self-doubt

Fear of failure

Avoiding challenges

Self Imposed Barriers

Imposter Syndrome

[Why Does Imposter Syndrome Happen?](#)

Perfectionism: Setting unrealistically high standards

Comparison: Always measuring yourself against others

Attribution Bias: Believing success is due to luck, not your ability

Self Imposed Barriers

Imposter Syndrome

[Kick Imposter Syndrome to the Curb!](#)

Reframe your thinking

Challenge negative self talk

focus on your accomplishments

Embrace the power of “good enough”

Talk to someone

Embrace A Growth Mindset!

Limiting beliefs are self-imposed

Embrace challenges

Keep the people that you serve top of mind

Surround yourself with support

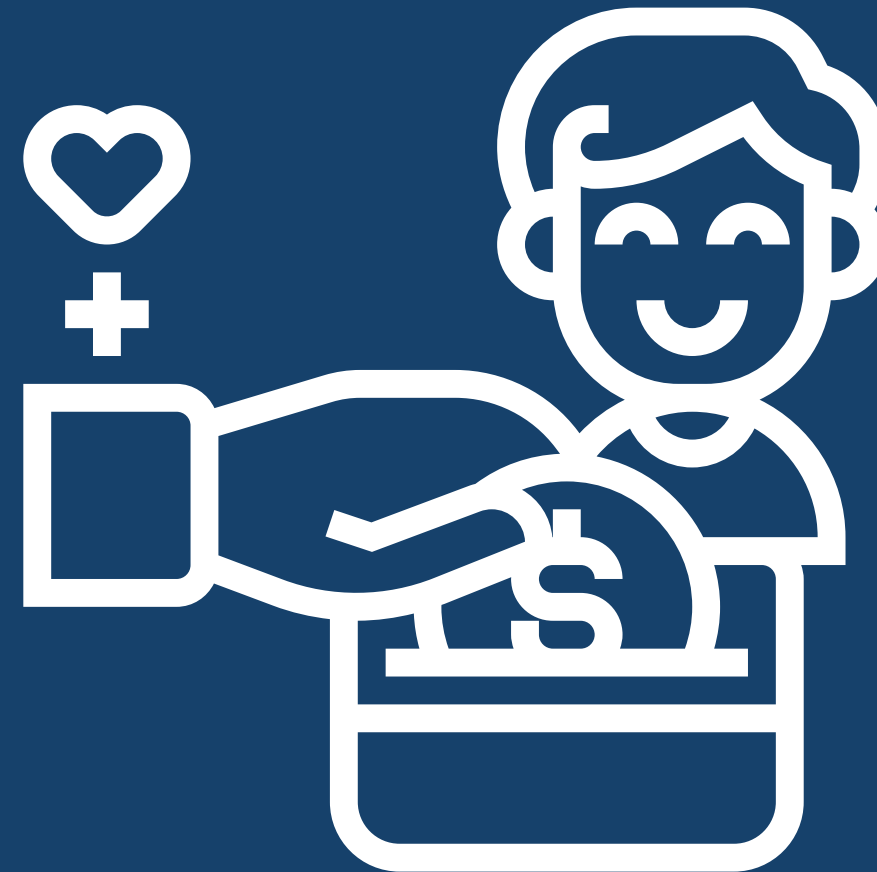
Effort, not perfection, is the path to mastery

WHY DO WEALTHY PEOPLE GIVE



My Top 5 Reasons People Give

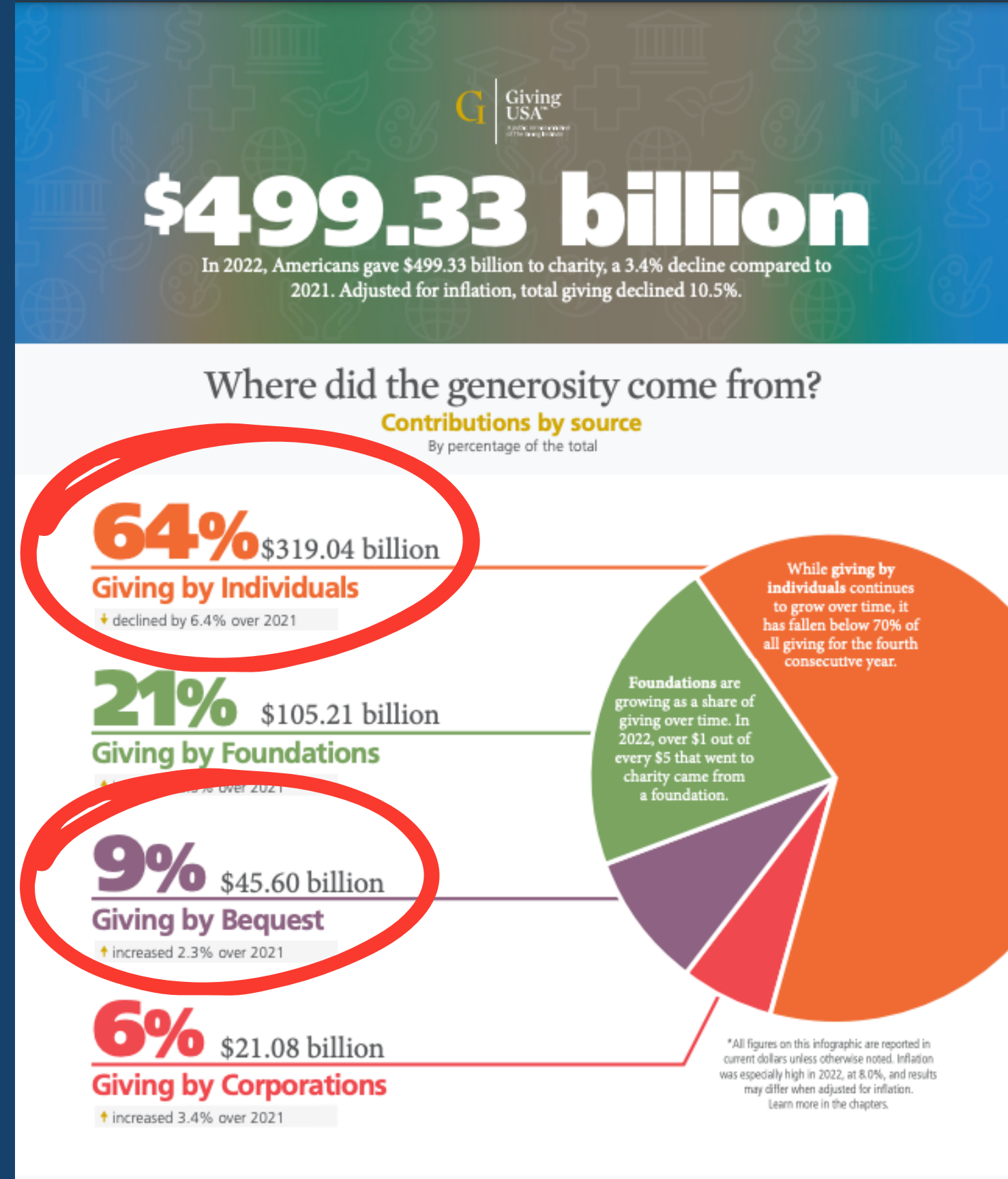
1. THEY WERE ASKED!
2. It Feels Good
3. Personal Connection
4. Tax Deduction
5. Legacy and Reputation



People Drive Philanthropy

In 2022, **\$500 billion** was given to US charities

Over 70% came from **INDIVIDUALS!**



inexpensive

sustainable

Relationship Fundraising Is King

**The most
effective way to
raise money**

**No limits -
amount you
can raise**

**ratio of
success 1:2**

The 6 "Rights" of Relationship Fundraising

The **right person** asking the **right prospect**
for the **right amount** to support the **right**
project at the **right time** in the **right way**

Paraphrased from Stanley Weinstein – The Complete Guide to Fundraising Management

Looking for Mr/Ms “Right”

Casting the Net

Small gift donors

All constituents (alumni, users of services, parents, etc.)

Event attendees

YOUR BOARD!!

Swipe Right?

Confirm **Link** – board, alum, service user,
parent, etc

Interest – what & how strong?

Ability – can they make a major
gift?

Getting the First Date

Engage Leverage your “link” for a warm hand off

Email introduction

Tagteam Coffee

Home Gatherings

Call first – Email second (find the sweet spot)

The Courtship

Build Trust and Rapport

Listen, Listen, Listen

Tell the story of your mission

Interest – find out what’s important to
THEM about what YOU DO

Head v. Heart – learn what motivates
their decision making

Document – your donor CRM is your
fundraising archive

Stay Donor-Centered



Stay Donor-Centered

Right Time?



Donor

NO MORE
QUESTIONS

You

NOTHING
MORE TO
SHARE

Make the Ask

Specific –state the exact amount, not a range, not a giving chart

Clear – Say EXACTLY what you want to ask. Leave no room for interpretation

Well-scripted – (not verbatim) rehearse, practice with someone

LET'S TAKE A TEST DRIVE!



After the Ask

Be prepared

WHAT'S
MISSING?



Yes – keep your composure, thank them, and close the deal!

Can't do that but I can do this – accept their answer, thank them, close the deal!

Need time (think/confer with spouse) – thank them for consideration, ESTABLISH NEXT MEETING!

ASK THE MAGIC QUESTION: WHEN WOULD BE A GOODTIME TO FOLLOW UP?

After the “Yes”

Keep the Donor Engaged

Formal acknowledgement – send thank you letter (yes, letter – not an email)

Plan Engagement – periodic visits, emails, pictures, convey ROI.

Leverage Relationship – who do they know that would be interested in knowing about your mission?

NEXT ASK – will be seamless because of the RELATIONSHIP!

QUESTIONS?



*Fundraising is not about
the dollars*

*It's about what the dollars
do for the people that you
serve*

Thank you!



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