



RESPECTABILITY

**How to Raise Money for Great Causes
with
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www.RespectAbilityUSA.org**

How to Raise Money for Great Causes!

1. Have a clear vision, mission statement, theory of change, and performance metrics.

If you can't clearly define (in eight words or less) the outcome you want to create for the world, you aren't focused enough. Once you have your goal, your organization needs to be very clear regarding how you will specifically achieve your goals.

Employment First

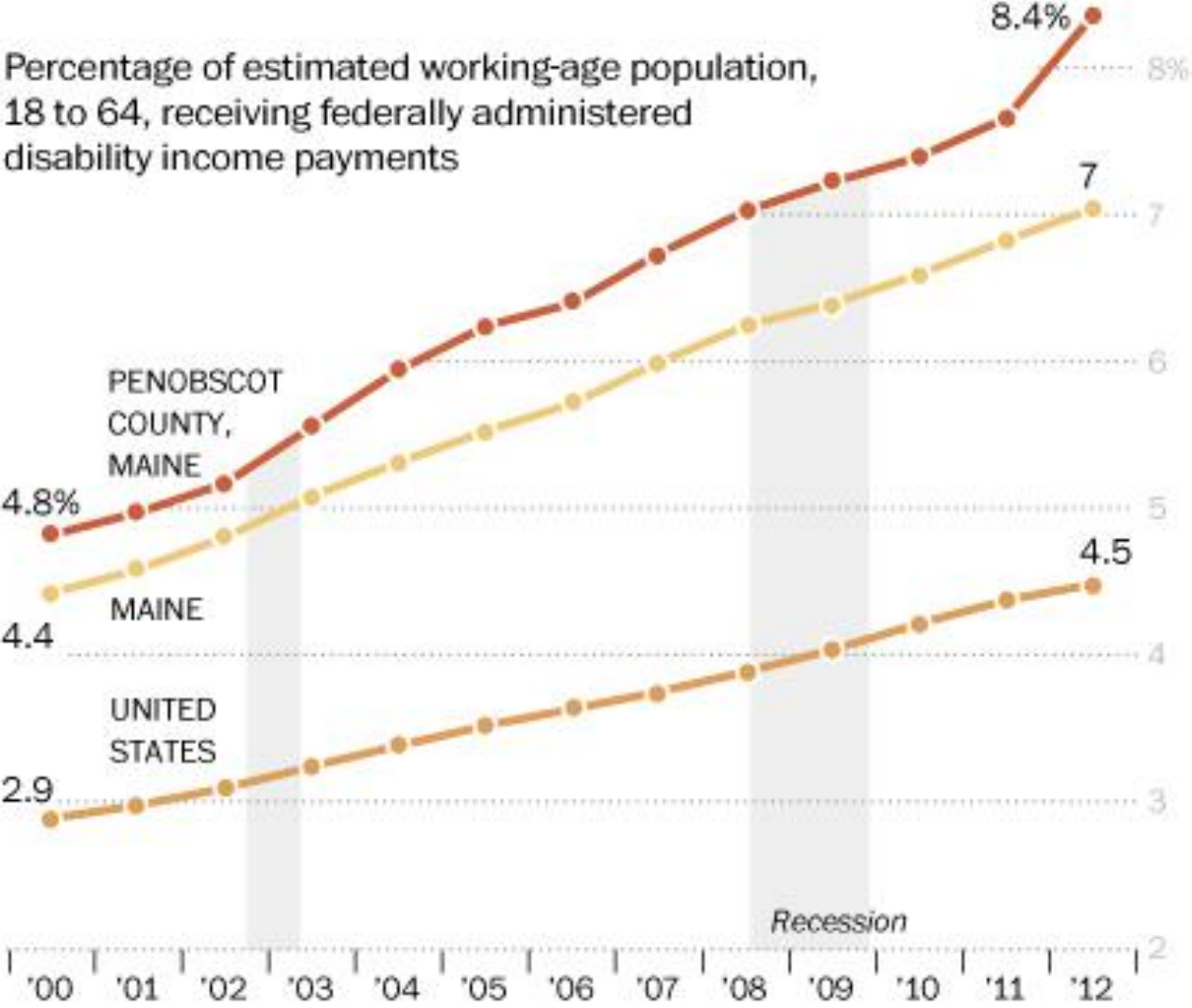
The Issue

- People with Disabilities have Highest Unemployment Rate of any Population
- Keeps most in Poverty and Segregation
- Has Changed Little in the Past 20 Years
- Results in Significant Costs to the Community
- Employers Miss Large Untapped Talent Pool
- Successful Transition from School is Key

Premise

- Attitudes and Beliefs Are the Major Factor
- Public Policy and Practices Support Dependency
- Change Requires Community Collaboration – Including Employers, Faith Community, Media and more

Massive Increase in Disability Rolls



Goal: Increase Employment for People with Disabilities

Employers

- Benevolent Agnostics To:
- Sympathetic Hiring
 - Lack of Knowledge
 - Randomly Solicited
 - Tolerant of Job Coaches
 - Cost / Risk Focus

- Active Recruiters
- Asset Based Hiring
 - Knowledgeable
 - Relationship Based Matching
 - Respect for Job Coaches
 - Cost / Benefit Focus

“Employment First” Vision
What Must Change?

Providers

- Service Definition Driven
- Focus on Person’s Deficits
 - Legacy Services
 - Readiness Model
 - Little Collaboration
 - No Standard Training
 - No Certification
 - Outsider to Employers
 - Process Compliance Driven
 - Low Pay / Esteem

To:

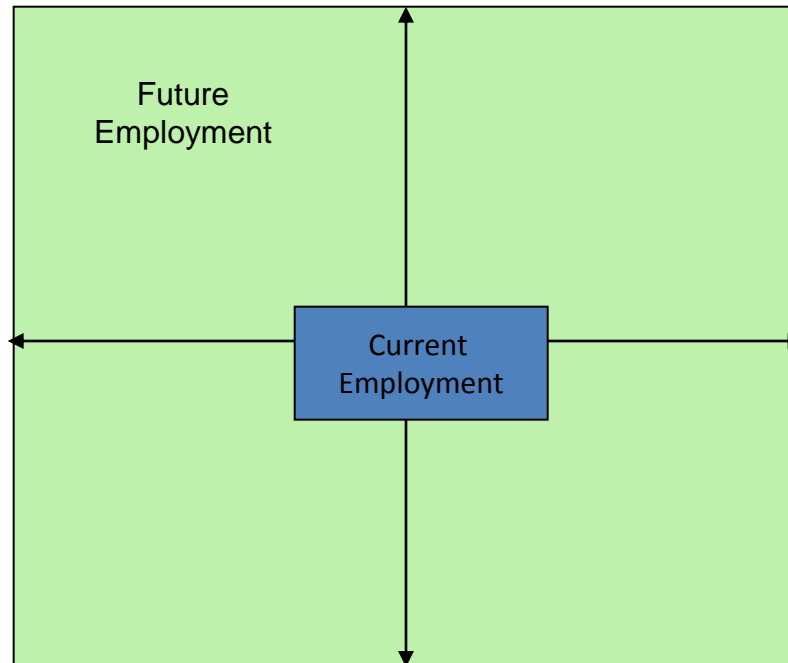
- Holistic Outcome Driven
- Focus on Person’s Abilities
 - Best Practice Services
 - Trained / Certified
 - Part of Employer Team
 - Rewarded for Outcomes
 - Improved Pay / Stature

People with a Disability & Families

- Limited Belief & Aspirations
- Can’t
 - Not Ready
 - Passive
 - Perceived Safety of Segregation
 - Benefit Risk
 - Reliance on System
 - Unprepared for Transition

To:

- Full Belief & Desire
- Yes I Can
 - Yes You Can
 - Active
 - Dignity of Risk & Integration
 - Benefit Management
 - Utilize System to Bolster Natural Supports
 - Prepared for Transition



Support System

- Fragmented, Agency Centric To:
- Silo’s
 - Not my mission
 - Focus on Person’s Deficits
 - Measured on Process
 - Lack of Coordination
 - Funding Gaps
 - Policy Deterrents

To:

- Coordinated, Person Centric
- Integrated
 - Common Goals
 - Focus on Person’s Abilities
 - Measured on Outcomes
 - Coordinated
 - Sufficient & Flexible Funding
 - Policy Enablers

- Area Mental Health
- Vocational Rehabilitation
- Dept of Social Services
- Social Security
- Workforce Development
- Housing Authority
- DPI
- Community Colleges
- Universities
- Community Agencies

2. Say "NO" to every good idea.

There is never enough time, talent or "treasure" (i.e. money) to do everything that any organization wants to do. It is critical to be disciplined enough to only say "yes" to GREAT ideas.

3. Perfection is the enemy of the "good enough."

Good results on a great plan are always faster, more efficient and effective than perfection.

4. Work backwards from the finish line.

Determine the goal you want to achieve, and then work your plan and timeline backwards from your goal.

5. Remember to K.I.S. – Keep it Simple

If your overall theory of change (how you will achieve your breakthrough results) can't be fit onto one page, it overly complicated. Sit with your team and figure out how to streamline the process.

6. Lead from the front

A real leader spends the vast majority of their time doing things that only they themselves can do. You need to figure out your own role and how best to maximize your time. The rest must be delegated to others who can play other roles. Additionally, a leader should be one of the hardest workers on the team.

7. There is no "I" in team.

Be willing to take the time now and then to put away the dirty coffee cups, fold and stuff some letters and/or dial for dollars with the team. Praise those who are doing a good job. Reward excellence.

8. Under promise and consistently over-deliver.

There is nothing that donors, stakeholders and coalition partners like better than working with people and organizations that get the job done. Fancy promises are only counter-productive.

9. Don't forget to take a vacation.

Real results can take a marathon, not a sprint. Breaks enable you to take a step back and re-evaluate people, processes and performance metrics. The best ideas for work are often made the far away from the office.

10. Smile.

Work, no matter the hours and intensity, should be fun. Leaders with a "glass half full" mentality will get more productivity and positive outcomes from their teams. After all, life is short. Why not make it fun?

Maximizing Fundraising Achievement

Fundraising (101) is Easy and (can be) Fun

With David Belkin

Non Profit Consultant-Financial Resources

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Introduction

My Non Fundraising Background

Everyone is Always a Fundraiser

\$1 Million Gift

4 Questions

H.E.L.P

H. ?

E. Enthusiasm, Energy, Empathy

L. Listening

P. Patience, Preparation

Know Your Mission

Develop Your Elevator Speech

Role Play

Board Expectations

- Make sure you have the right Board.
- If you set low expectations in advance, you will achieve them.
- Every board member should give to or get for your non-profit.

Donor (Moves) Management

A series of contacts over time
to move Prospects and Donors through a Continuum:

- Awareness
- Understanding
 - Caring
- Involvement
- Commitment
- Investment

Cultivation > Solicitation > Stewardship
Repeat

Strategies

Market Segmentation and Tailoring Strategies to Segments

- Top Gifts: \$10k+
- Major Gifts: \$5k – 9,999
- Mid-Level Campaign: \$1k – 4,999
- Entry Level: Under \$1,000

Ways to Increase Revenue

- Sustain, Diversify/Expand
 - Upgrade
 - New Gifts

Donor Management

Understanding Donor Management and Relationship-based Fundraising

- Cultivation
- Solicitation
- Stewardship

Relationship-based Fundraising

People Give to People through People.

Relationships are Everything.

Knowing the Customer

Developing a Connection

Cultivation

Profile

Who are The Best Prospects?

Identify

Current and Rated Major Donors, Skips and Zips, New Prospects

Research

Search Engine, Google, Network, BlackBaud, Develop the ***Profile**

Qualify

Capacity, Interest, Access

Connect

***Appointment-making; Face-to-Face Visits; *1st Meeting**

Plan

Individual Donor Plan to Expand and Maximize Giving

Moves

Strategies and Series of Contacts

*Donor Profile

- What's most important?
 - What do you have?
 - What do you need?
- How are you going to get it?
- Who's responsible for inputting?
 - What do you add? When?
 - What do you leave out?

Stewardship

Build the following seven steps into your plan:

1. Acknowledge new donors as soon as possible as personally as possible
2. When practical, respond to them through the same channel (social media, direct mail, phone call) they used to reach you.
3. Let your stewardship materials tell the stories of those who were helped
4. Use stewardship materials to expand your message beyond the immediate crisis to a description of your larger mission
5. Engage new donors as partners in that mission
6. If you can't provide the same level of stewardship to all constituents, prioritize prospects based on gift size or criteria you establish through data mining and modeling.
7. Prepare your stewardship plan before disaster strikes

By following these recommendations, you stand a much better chance of retaining more of the large influx of donors that give during a crisis

*Making an Appointment

Have dates, your calendar and potential locations ready

Keep call brief and focused

Begin by indicating who suggested you call; Name drop

Use their name often during the call

Tell them you need just 20 minutes of their time

State the purpose of the meeting

If there won't be solicitation, let me know that in advance

Put a smile in your voice

Moderate your rate of speech to theirs

Close with appreciation

*First Meeting

- Establish Rapport
- Learn Something;

Ask the Right Open-Ended Questions

- Leave Something
- Promise Something You Will Deliver On

Solicitation

Opening:

Small Talk
Acknowledgement
Ask and Continue

Presenting:

Problem/Issue/Situation
Solution/**Strategy**/Program
Result/Benefit/**Impact**
Invite Participation

Closing:

Ask Again. . .Wait for it
Overcome Objections
Summarize Positives and
Ask for the Commitment
Be Appreciative

Stewardship

Acknowledge

Orchestrate Instant Gratification from all the Right Voices

Sustain

7 Thank Yous between 1st Gift and 2nd Ask

Recognize

Public, Private, Gift, Ceremonial, Society Induction

Honor

Naming, Listing

Collecting

End of the Year Collections – Notes, Calls

Update

Personalized Progress Report

Stewardship



Major &
Planned
Donors

Loyal & Transitional
Givers

Small or Occasional Donors

Supporters & Prospects

Events

- Budget for Event
- Clear dates with community, key people
- Standardize invite; Feature speakers and hosts
- Manned Sign-in Table outside of room
- Name tags with LARGE **boldface** first name
- Greeting and welcoming guests at the door; Board Greeters
- Whale list with agenda and assignments
- Photos to send and to print
- Room set up
- Eliminate barriers
- Clean, clear, consistent power points – less is more
- Test equipment in advance
- Roles for Lay Leaders: Welcome, Introduce, Close
- Hand-outs by the door

Working Every Room

Have a Game Plan:

Get Attendance List in Advance
Review, Circle, Annotate and Review again
Bring a Message, a Pen and your Business Cards

***Wear the Team Uniform**

At the Event:

Put on your Game Face
***(Re-) Introduce Yourself**
Have an Opening Statement
Ask Open-ended Questions
***Be an Active Listener**
***Encourage the Conversation**
Collect Business Cards; Write on the back

*The Team Uniform

Formal/Business v Informal/Social

Clothing (Appropriate to event)

Colors

Shoes

Socks

Jewelry

Hair

*The Name Game

- (Re-) Introduce Yourself
- Repeat their name when introduced
 - Learn the correct pronunciation
- Introduce people to each other with name and an identifier
 - Use names often in conversation
 - Nix on the nicknames

*Active Listening

- Marginal, Evaluative or Active Listening
 - Lose the Cell and the Blackberry
 - Listen twice as much as you speak
- Bring yourself to the party but remember, it's all about Them
 - Repeat, paraphrase and clarify
 - Read between the lines
- Use your eyes, your ears, your mind and your heart
 - Don't go to the Bahamas

*Encouraging the Conversation

- Use positive body language; Lean in; Nod
 - Maintain good eye contact
 - Peel the onion
 - “Tell me more about that.”
 - “There must be a story there!”
 - “What happened next?”
 - ”How interesting!”
 - “How did that make you feel?”
 - “Give me an example.”
 - “What was that like for you?”

Remember...

People Give to People through People.

Philanthropists expect to be asked.

If you ask, you stand the chance of being rewarded or denied.

But, if you don't ask, you stand no chance at all.

“People love the organization that loves them the most.”

Do not take “no” personally.

H. ?

HAVE FUN

For More Information

Read:

https://www.blackbaud.com/files/resources/downloads/Book_CultivatingLifelongDonors.pdf

TAX DEDUCTABLE DONATIONS VIA THE AUTISM-SOCIETY OF AMERICA

While RespectAbilityUSA is awaiting a final separate IRS approval we are operating as a project of the Autism Society of America. Make checks to RespectAbilityUSA at:

RespectAbilityUSA, a Project of the Autism Society

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