

Eight Steps to Securing & Maintaining Donors

Wednesday, February 28, 2024

Key Take Aways

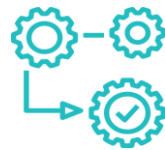
In this webinar, we will...



- Apply the Cause Selling Cycle to maximize donor portfolio management.



- Discover how to implement Pre-Approach, Approach, and Stewardship strategies to meet prospective donor expectations.



- Amplify donor retention with meaningful stewardship and unique recognition programs.



Meet Your Presenter

LaShonda Williams, MPA, CFRE

Trainer

Fundraising Academy

National University

POLL



How many years of nonprofit experience
do you have?

CAUSE SELLING:

An Overview

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What comes to mind when you think of
the word "selling"?

The Three Fundamental Truths of Selling

01

If you don't know your cause, people will resent your efforts to sell it.

02

If you don't believe in what you are selling, no amount of personality or technique will cover that fact.

03

If you can't sell with enthusiasm, the absence of it will be infectious.

Passion Isn't Enough

Nonprofit is not a
business model



It's a **tax status**

Both profit and nonprofit need the same thing to grow.

Cause Selling Professionals = Future Focused Fundraisers



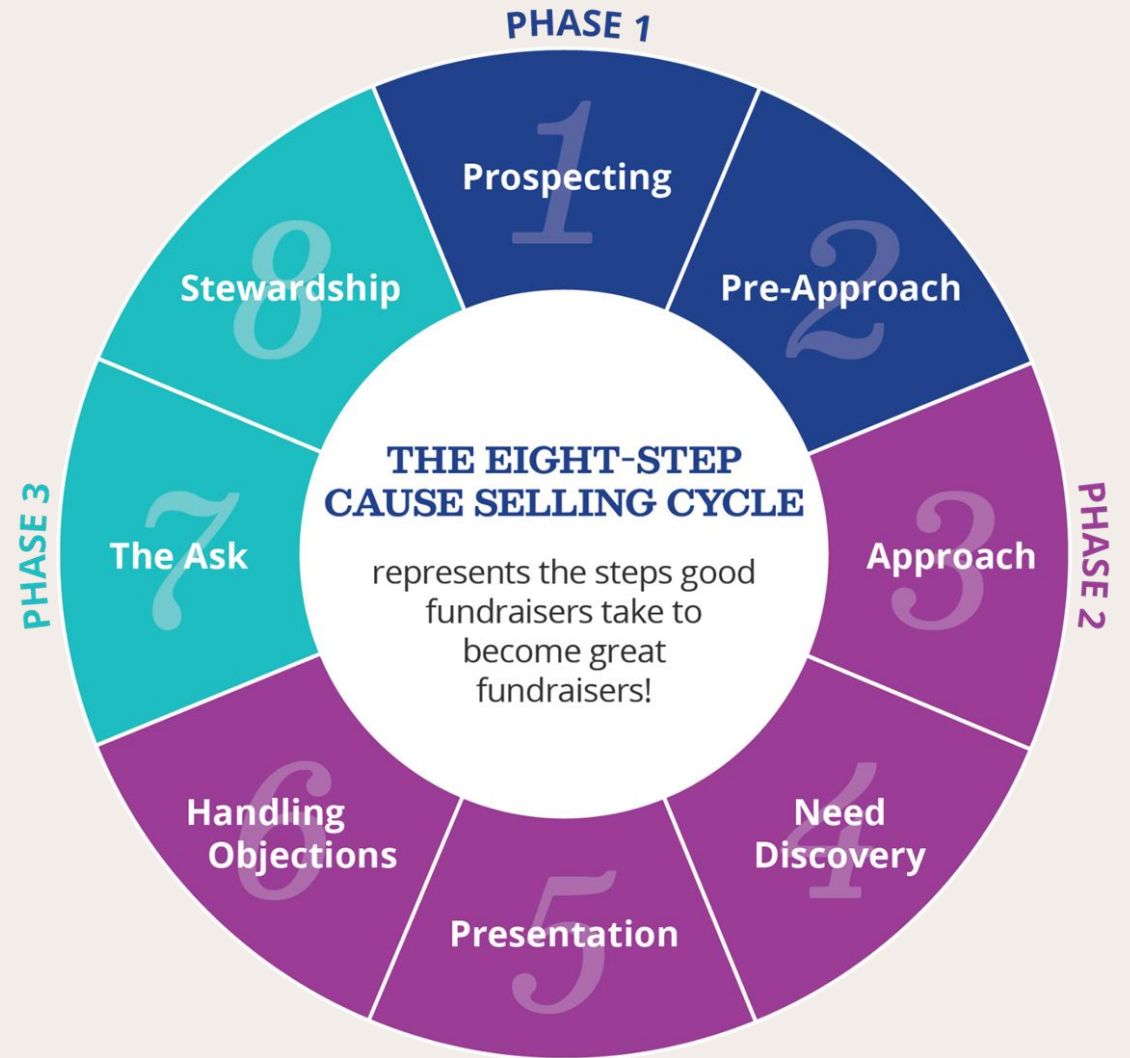
What is Cause Selling?



*What is your 'product' and who are
your ideal 'customers'?*

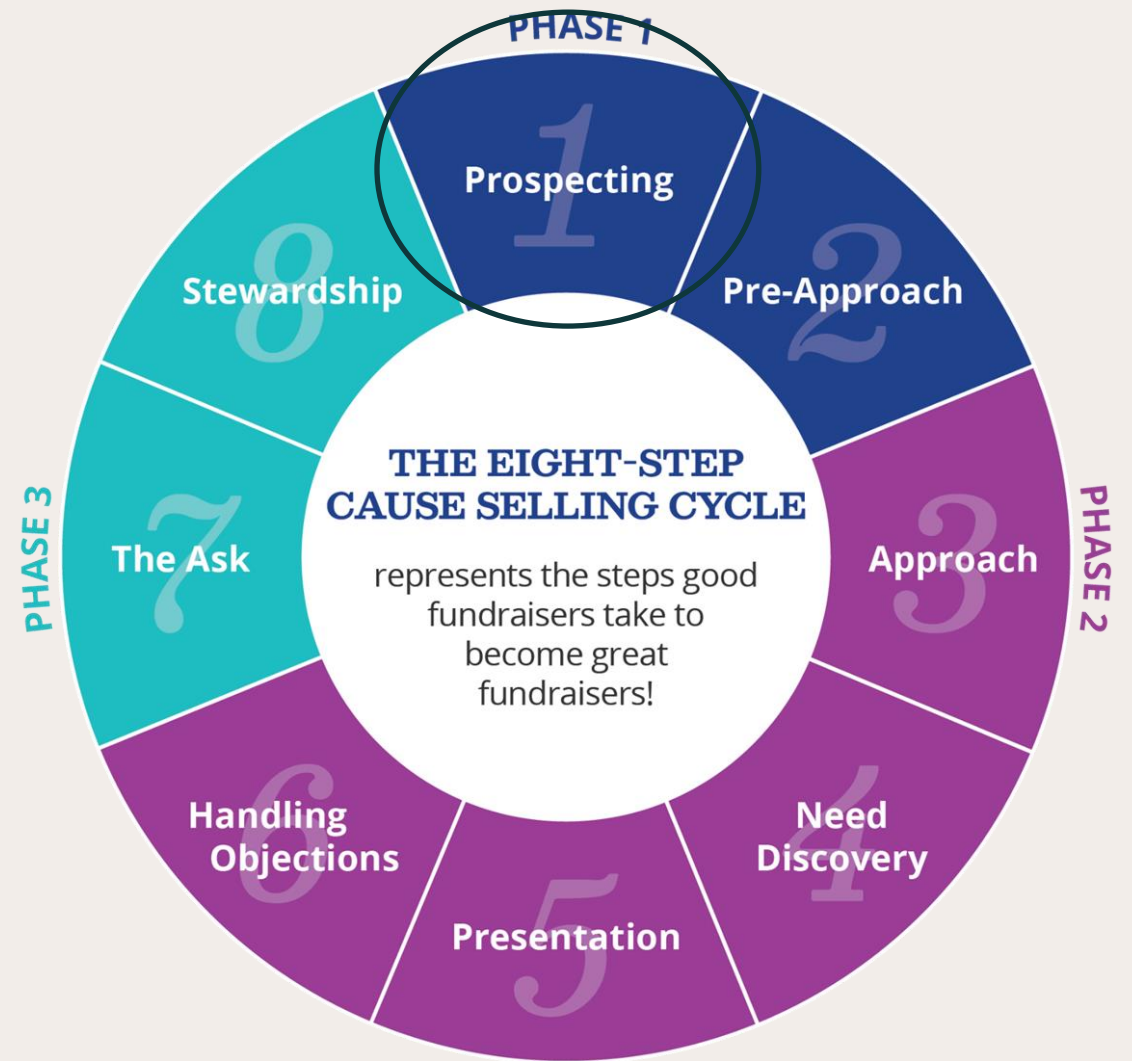
The Cause Selling Cycle

Phase One
Phase Two
Phase Three



Step 1: Prospecting

The process of
looking for, or
searching for,
prospective donors



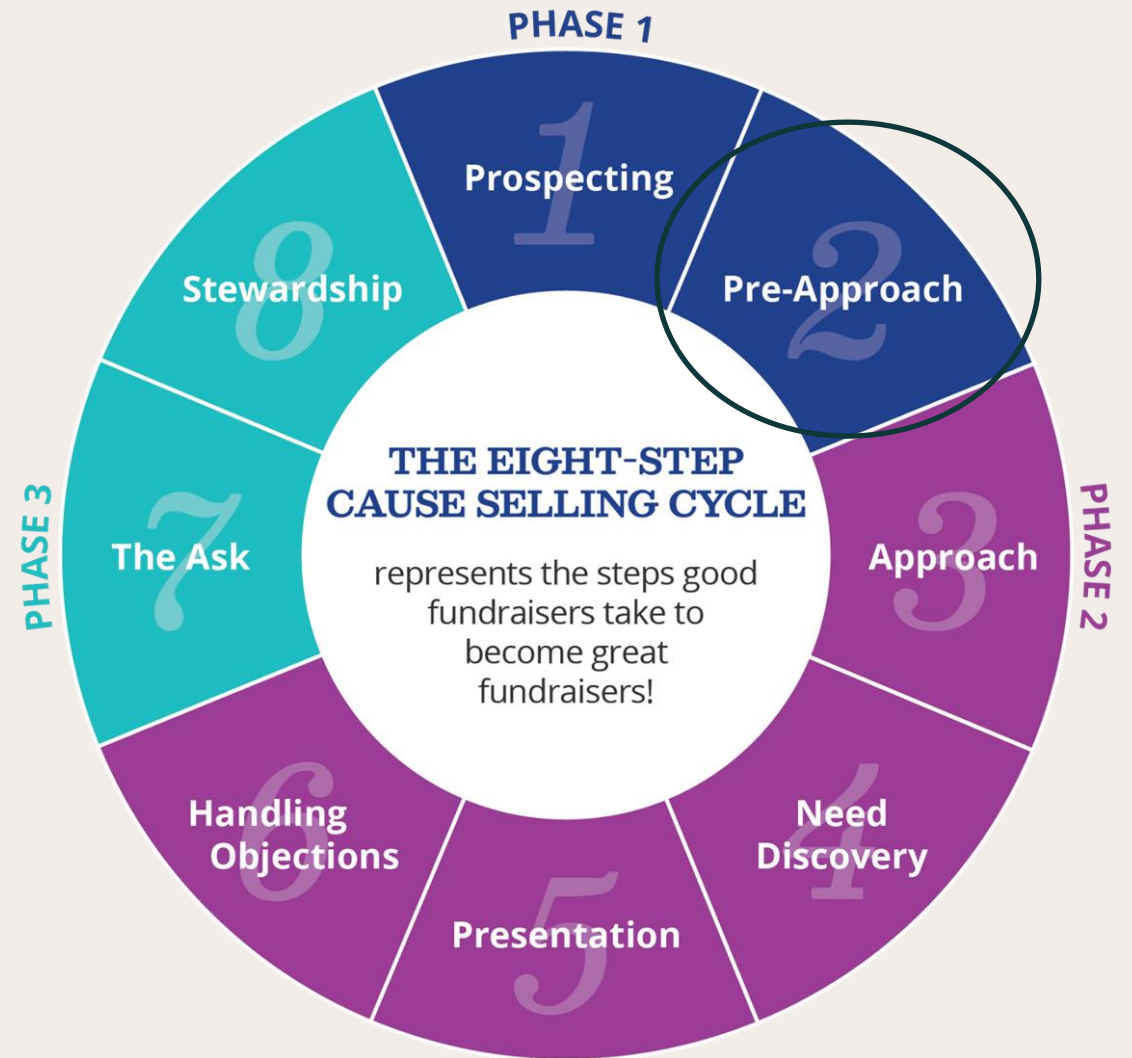
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What are some sources you have used for securing donor leads?

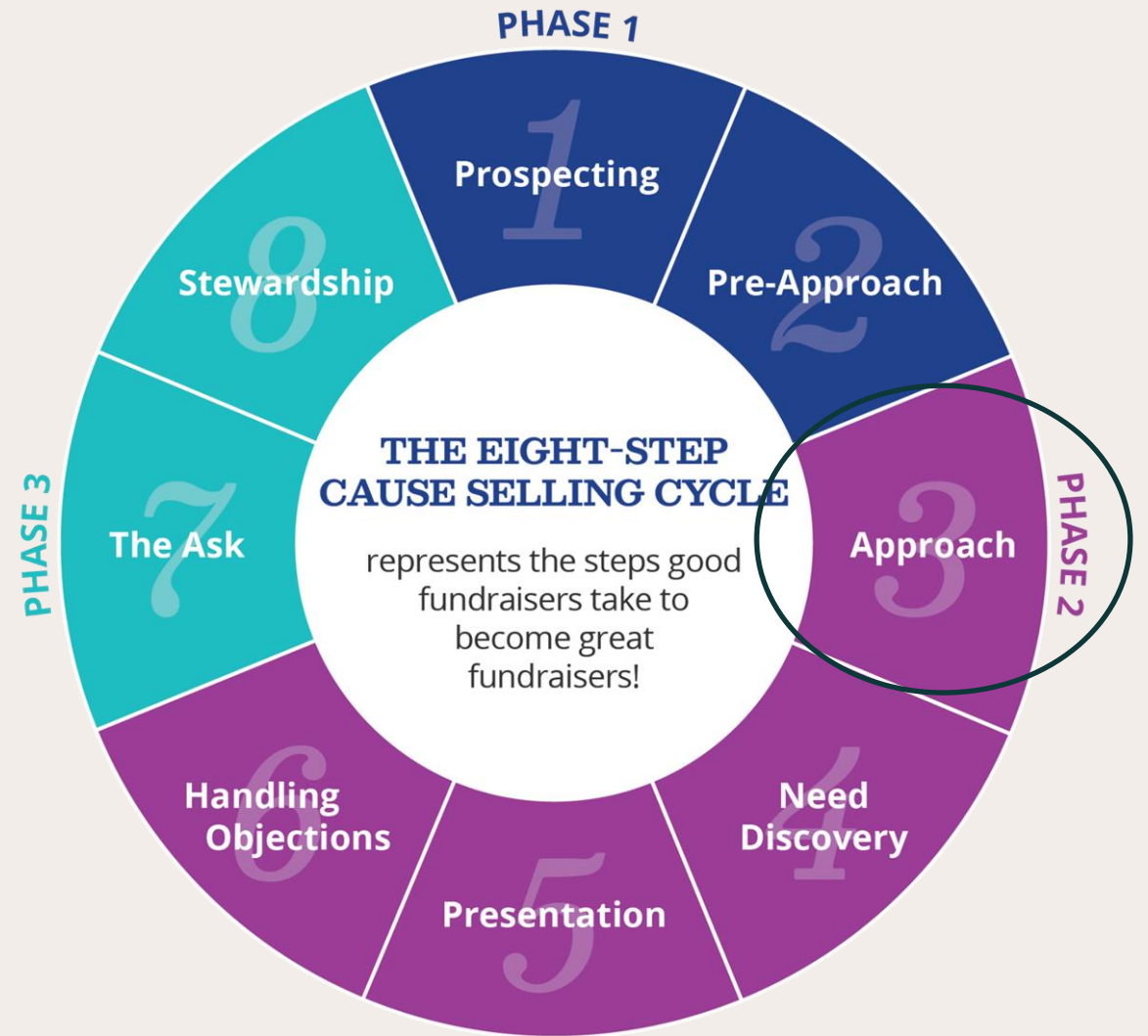
Step 2: Pre-Approach

The planning and preparation done **prior to contact** with prospect



Step 3: The Approach

Speaking to
(and sounding out)
your prospect for the
first time



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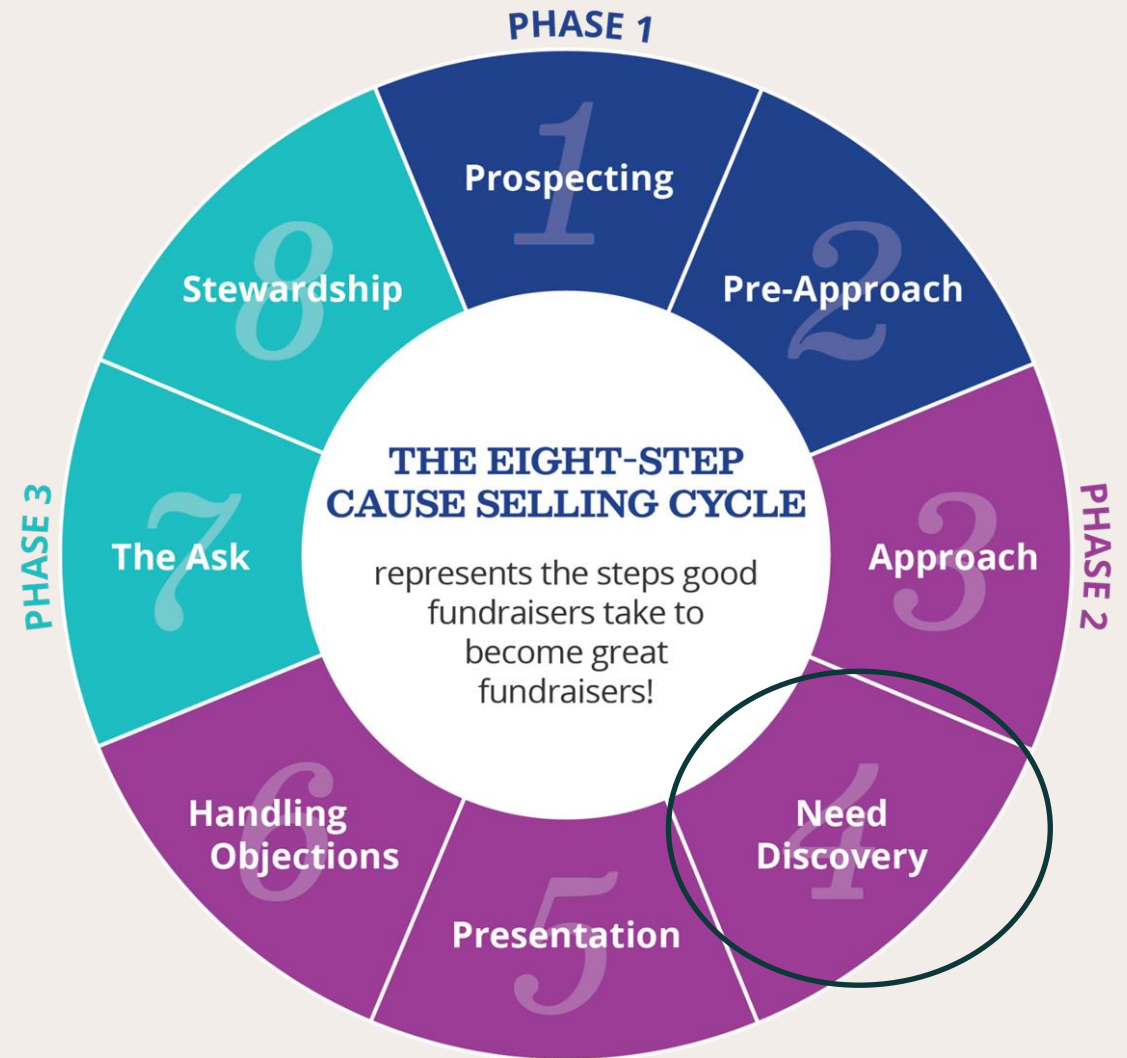


What words best characterize the way you feel during the first one-on-one meeting with a prospective donor?

Step 4: Need Discovery

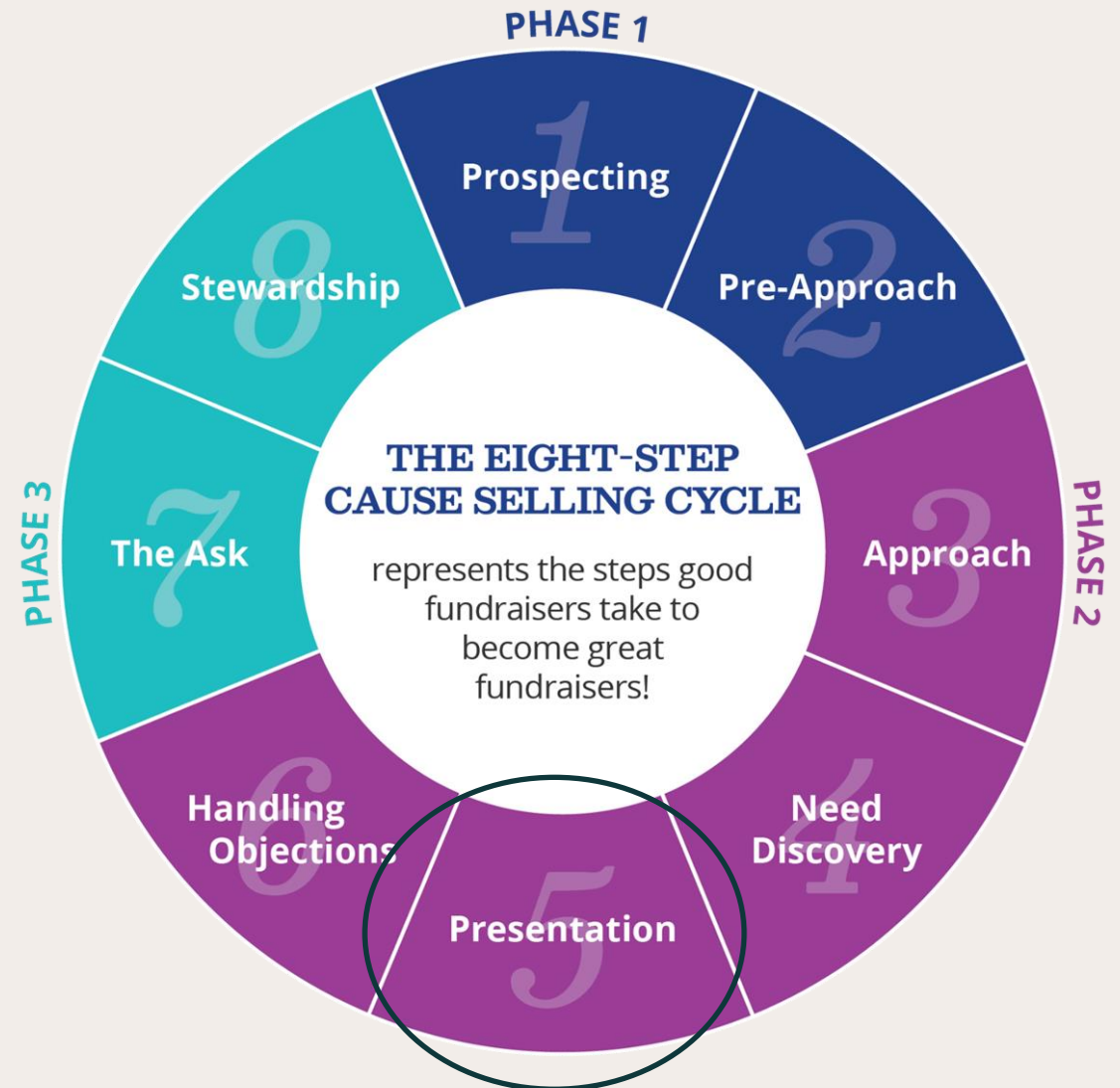
The process of becoming aware of **essential connections** between your prospect and your cause

*Don't convince; don't tell
Discover with them*



Step 5: The Presentation

Telling a **story** about the benefits of becoming a **true advocate** of your cause, building on the **connection** you've established with your prospect



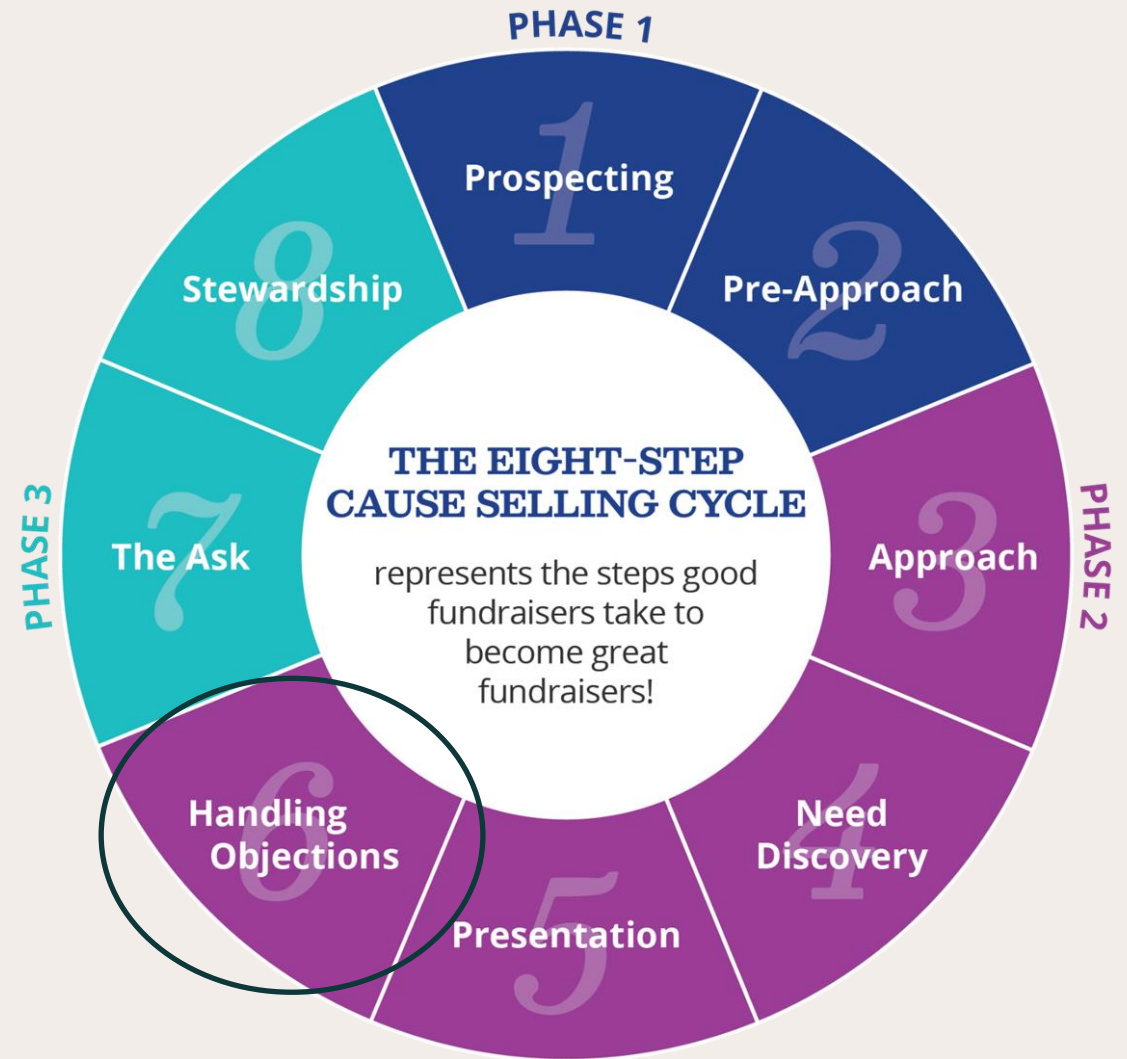
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What are some unique strategies you have used when preparing donor presentations?

Step 6: Donor Objections

Signs of **interest** that can guide you towards a **successful ask**



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What are some common objections you have heard about your mission previously?

Types of Objections



The Stall



The Searcher



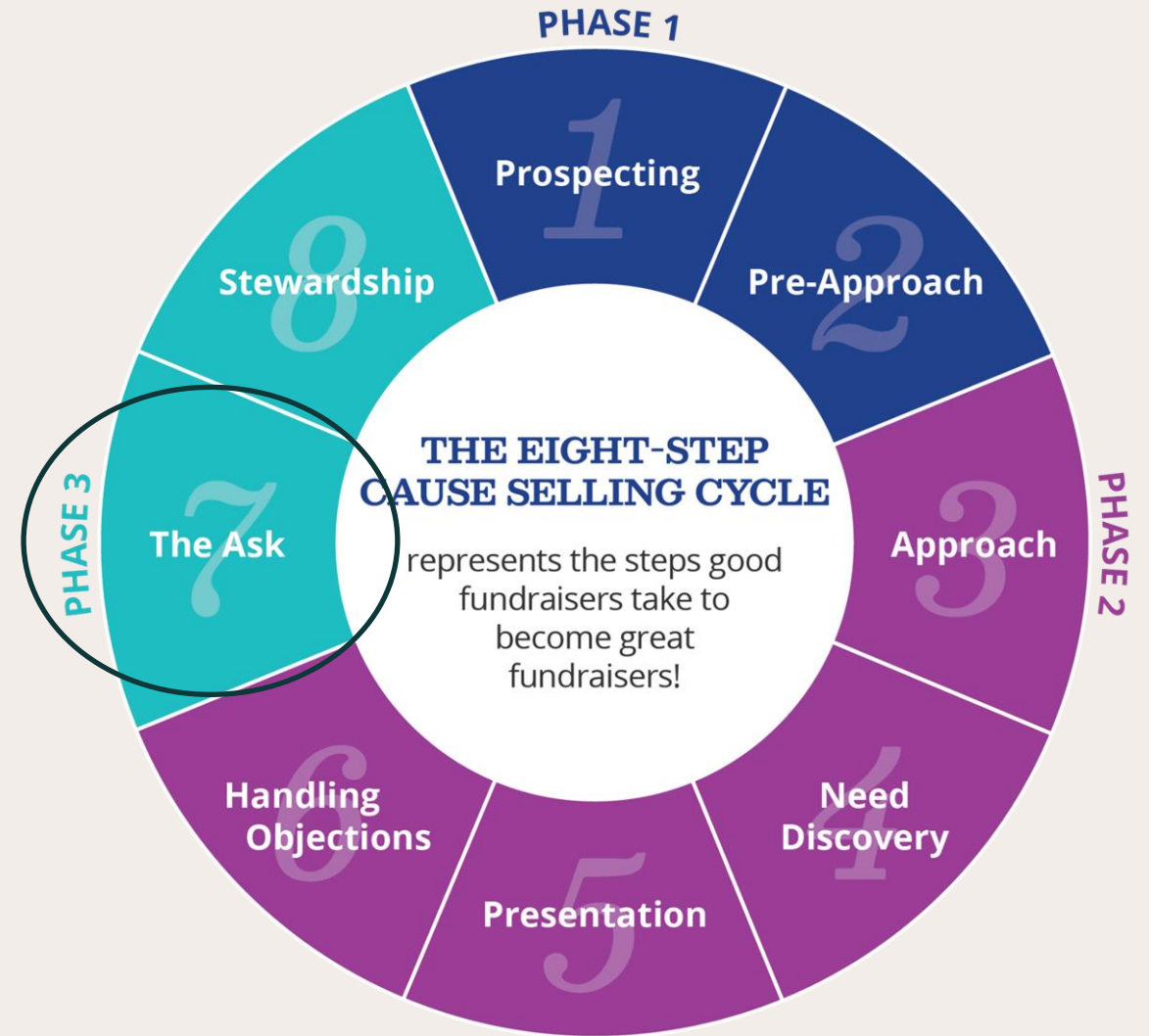
The Hidden Objection



The Stopper

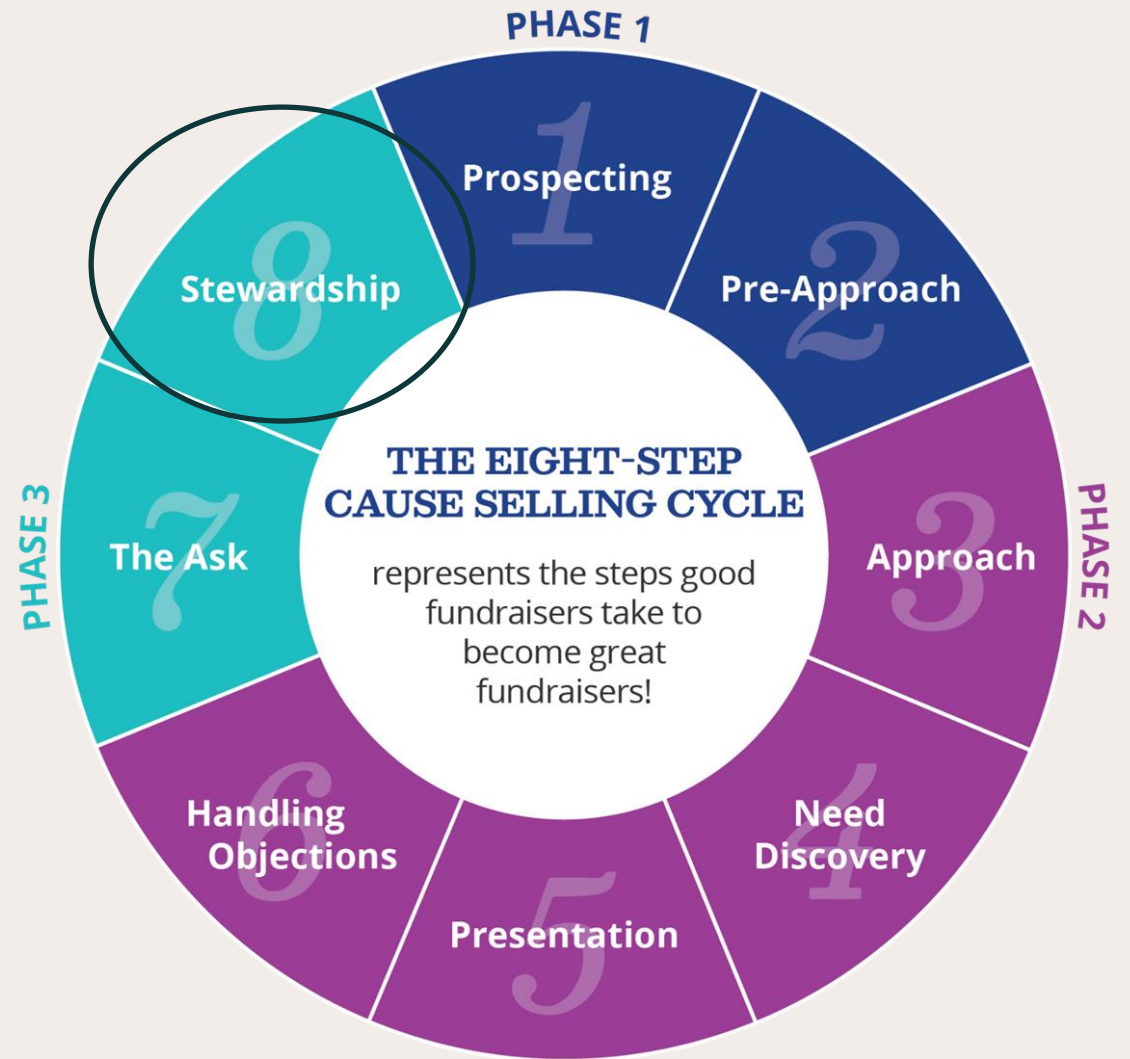
Step 7: The Ask

The **natural conclusion** to a successful interview with a prospective donor: a **clear and concise** invitation to support your cause



Step 8: Stewardship

Follow-up that fosters
**long-term donor
loyalty**



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Share examples of your most effective stewardship strategies.

Eight Steps Summary

- | | |
|-------------------|------------------------|
| 1. Prospecting | 5. Presentation |
| 2. Pre-Approach | 6. Handling Objections |
| 3. Approach | 7. The Ask |
| 4. Need Discovery | 8. Stewardship |



QUESTIONS?



@CauseSellingEd

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CULTIVATE 2024

When?

May 2, 2024 | 8:00am - 5:30pm

May 3, 2024 | 8:00am - 12:00pm

Where?

National University | Spectrum Campus
9388 Lightwave Ave, San Diego, CA 92123



THANK YOU

TAKE YOUR CAUSE AND
CREATE IMPACT.



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