



FUNDRAISING
ACADEMY



Handling Donor Objections: Getting to Yes

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FUNDRAISE

YOU'VE GOT A CAUSE.
LEARN HOW TO FUND IT.



Meet Your Presenter

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Trainer

Fundraising Academy

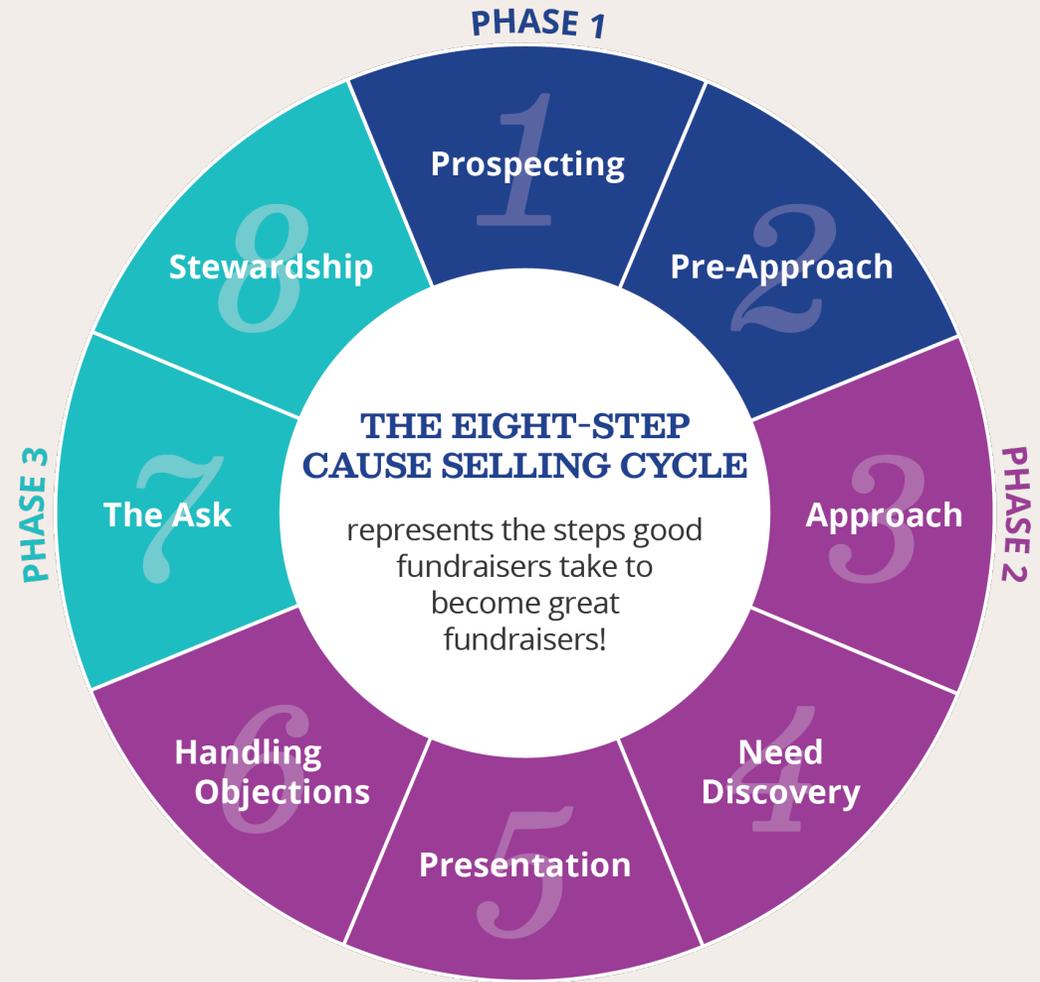
National University

What is Cause Selling?



The Cause Selling Cycle

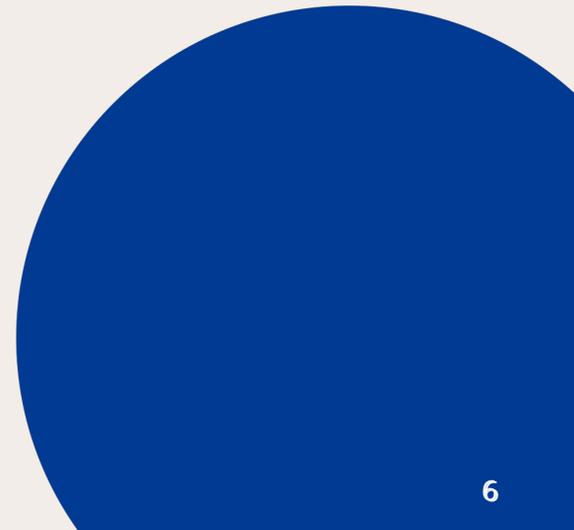
Phase One
Phase Two
Phase Three



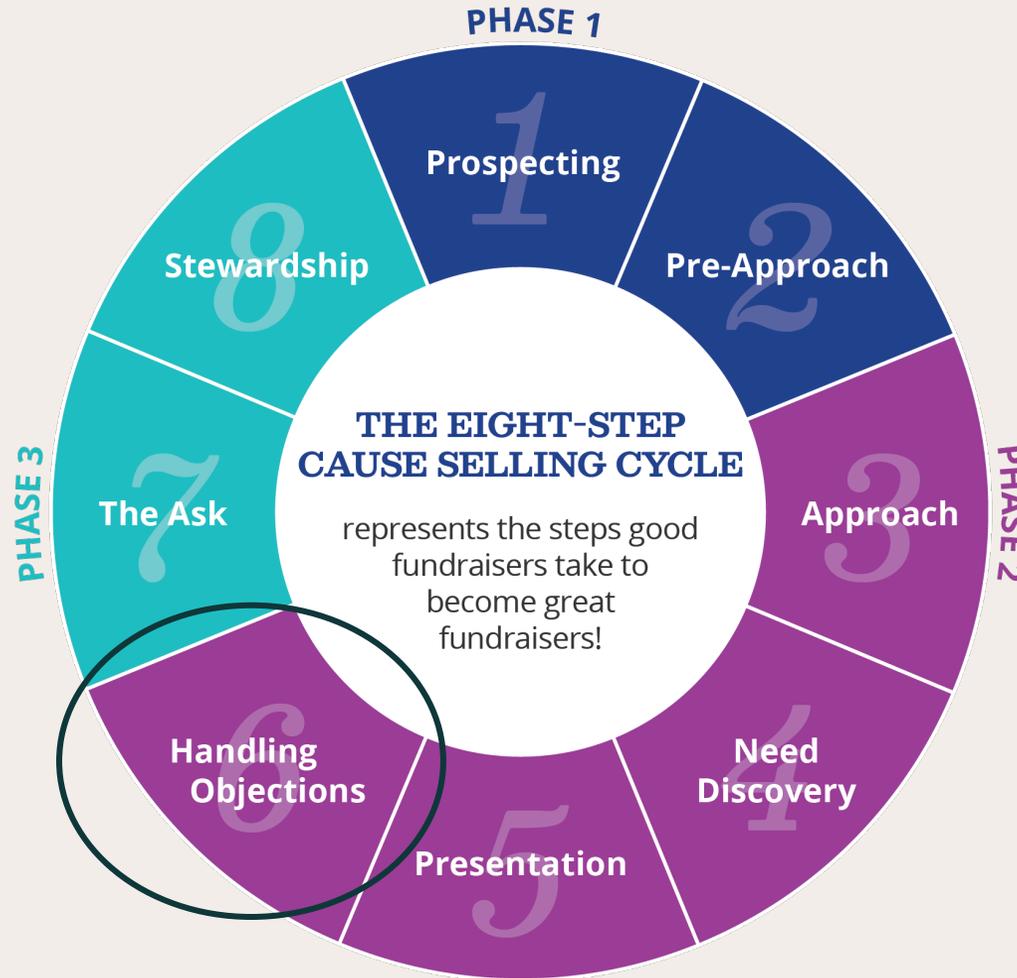


HANDLING OBJECTIONS

Turn Hesitation into Commitment



What are Objections?



Objectives



- Cultivate a positive attitude towards objections



- Understand why objections happen

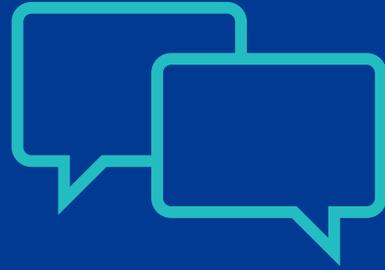


- Use objections to uncover hidden questions



- Learn basic strategies for overcoming objections, including the 6-Step Plan for Dealing with Resistance

COMMUNITY SHARE



What is an objection?

What does it feel like when you encounter
an objection from a donor?



Redefining Objections



Attitude Shift!

An objection is not a battle to be won; it is a strong indication of interest.

Redefining Objections

- Objections reveal interest.
- They can also reveal a donor's true feelings.
- Donors object when you haven't answered all their questions.
- Some objections are nothing more than stalls.

Redefining Objections

Why Donors Object

- They don't like your cause.
- They have an objection to the fundraiser.
- They don't like making decisions.
- They object to the gift amount.
- These are not personal.

Types of Objections



The Stall



The Searcher



The Hidden Objection



The Stopper

Techniques for Negotiating Objections

- Feel, Felt, Found
- Compensate or Counterbalance
- Ask Why
- Deny the Objection
- Boomerang
- Curiosity
- Answer With Visuals

When to Answer Objections

- Anticipate it and forestall
- Answer it immediately and get it out of the way
- Postpone an answer until later so you can present more benefits
- Do not answer an excuse

Real Life Scenarios

- Institute for Social Policy & Understanding
- American Red Cross
- American Muslim Community Foundation

Six-Step Plan for Handling Objections

1. Listen and hear them out
2. Confirm your understanding
3. Acknowledge their point of view
4. Select a specific technique
5. Answer the objection
6. Attempt to close



SUMMARY

- **Objections** are usually signs of interest from qualified prospects.
- Your **attitude** is key in successfully handling an objection.
- Master the **four categories** of objections: Stalls; Searcher Objections; Hidden Objections; and Stoppers.
- Utilize the **Six-Step Plan** as a roadmap to navigate and overcome objections while maintaining the relationship.





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Visit our
ONLINE LEARNING PORTAL

Download our guide:
**Six Step Plan for
Handling Objections**



THANK YOU

TAKE YOUR CAUSE AND
CREATE IMPACT.



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