



Morning Workshop

Make Your Ask Count!

By Sharon A. Barnes, MNA, CFRE

The North County Philanthropy Council thanks Janie Anderson, CFRE, Janie Anderson Consulting Services, and Carole A. Fish, M.Ed., CFRE, President, Fish+Lewis Consulting, for their important major gifts workshop, "Preparation for Asking," and luncheon presentation, "How Did They Do That?"

Following are highlights from NCPC's September 2005 workshop and luncheon.

Preparation for the Ask

Sure, you've given money to a cause you believed in. Sure you've asked for money for the people your organization serves. And in your life, you've probably had something stolen from you. And probably, you've received an unexpected gift from someone who cared about you personally. These are common experiences for us all. But how many of us actually take time to examine our own reactions to money?

Those attending NCPC's September 16th workshop and luncheon did just that with the expert guidance of Janie Anderson, CFRE, and Carole Fish, CFRE, fund-raising consultants.

During the interactive workshop, participants discovered their own, sometimes surprising attitudes toward money. And more importantly, attendees learned how personal attitudes affect the way development professionals approach "the ask."

A common reaction voiced by those attending? "Wow. I didn't know that about myself! Now I know how my donors feel, and what I can do better."





Luncheon Presentation **How Did They Do That?**

During the luncheon presentation, Janie and Carole addressed the often-asked question of how and why donors give to organizations. Each emphasized that major gifts are the result of building trusting relationships with donors over time — by the organization and by the person asking.

They discussed numerous real-life accounts of charitable gift-giving, and the story-behind-the-story that inspired the gift.

Janie concluded the presentation by reading a “Top Ten” list of what not to do when working with donors. The list was also compiled from events that really happened.

TOP TEN LIST OF THINGS THAT WILL TURN DONORS AWAY:

- Only talk to the donor when you want another gift.
- Ask on spouse to make a gift decision and totally ignore the other.
- Have program staff ignore or mistreat the donor in the program or have a billing clerk call the donor a liar and hang up.
- Close the program the donor funded without telling him/her.
- Take the donors’ names off the facility they funded without telling them.
- Tell donors how unhappy you are at the organization you work for and what lousy work it does in the community.
- Use your current organization – or your relationship with donors – as a springboard to your next job or to form a business.
- Make one single female major donor jealous because you are taking another single female major donor to a fund-raising event.
- Embarrass or disrespect your campaign chair and key donor in front of his or her peers.
- Brag in front of your donors about how YOU raised money for the campaign.