

MASTERCLASS

HOW TO GROW SIGNIFICANT GIVING

IN THE NEXT 100 DAYS

Starting in:

1	4	5	9
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Our Time Together



- Redefine your challenge and opportunity
- Unlearn what we know
- Address your capacity and limitations
- Introduce key disciplines and skills
- Define some specific actions you can take
- Answer some of your specific questions
- Give you special access to resources or time with us to learn more

“...the discipline of growing real relationships with people, helping them see what God is doing, and then challenging them to have the impact that only they can have.”

Do you have a resource problem?

People Problems

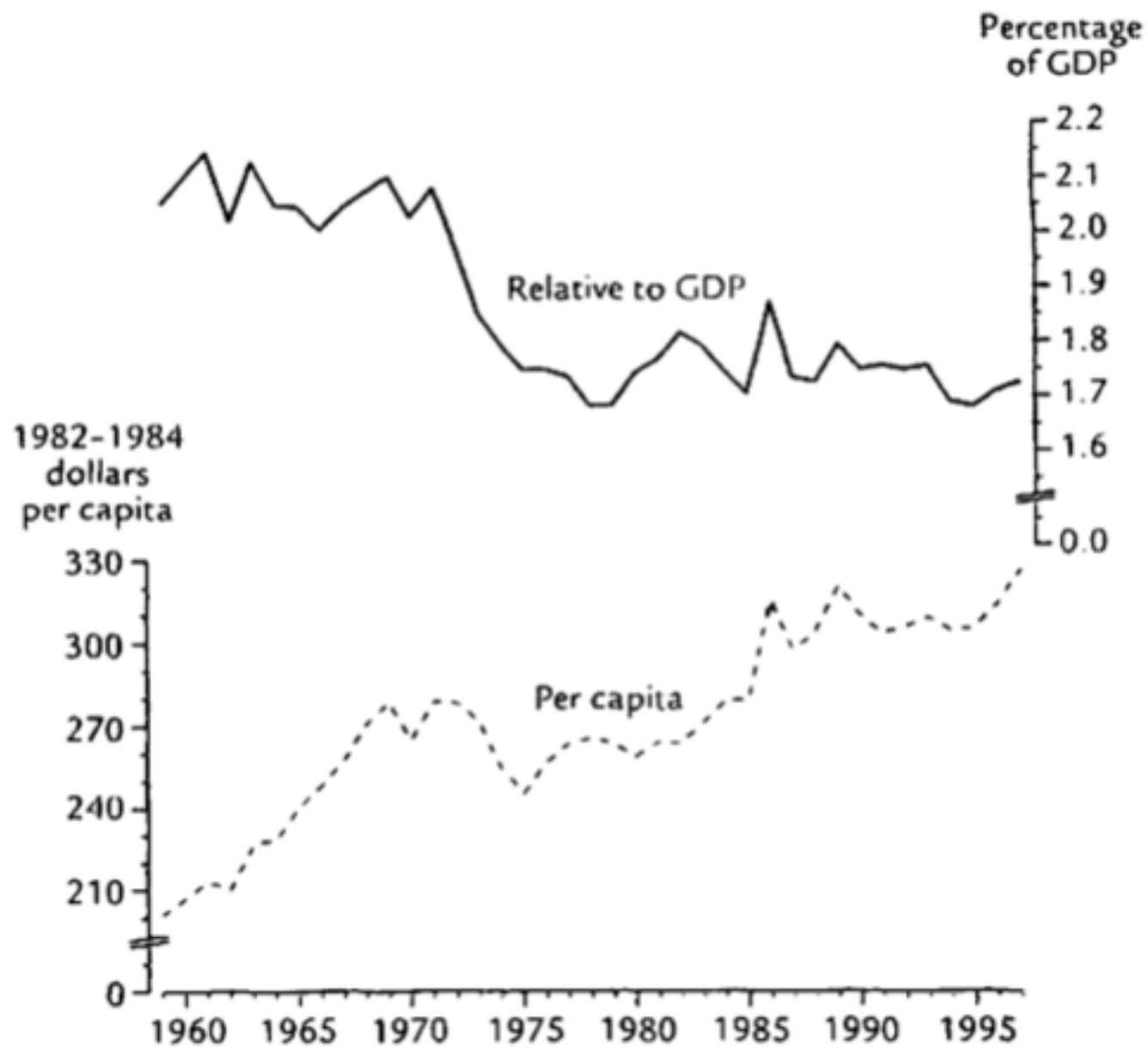
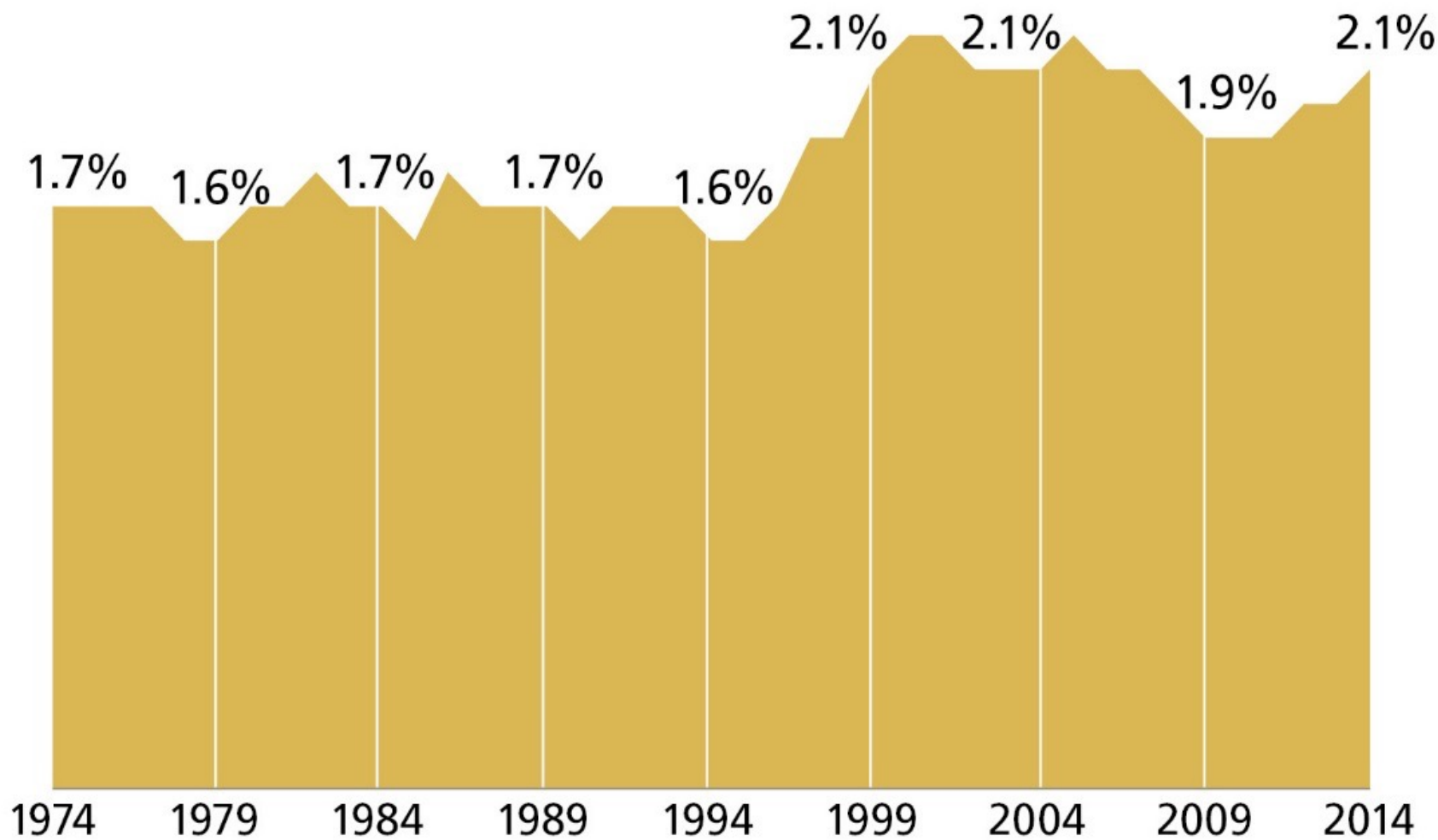


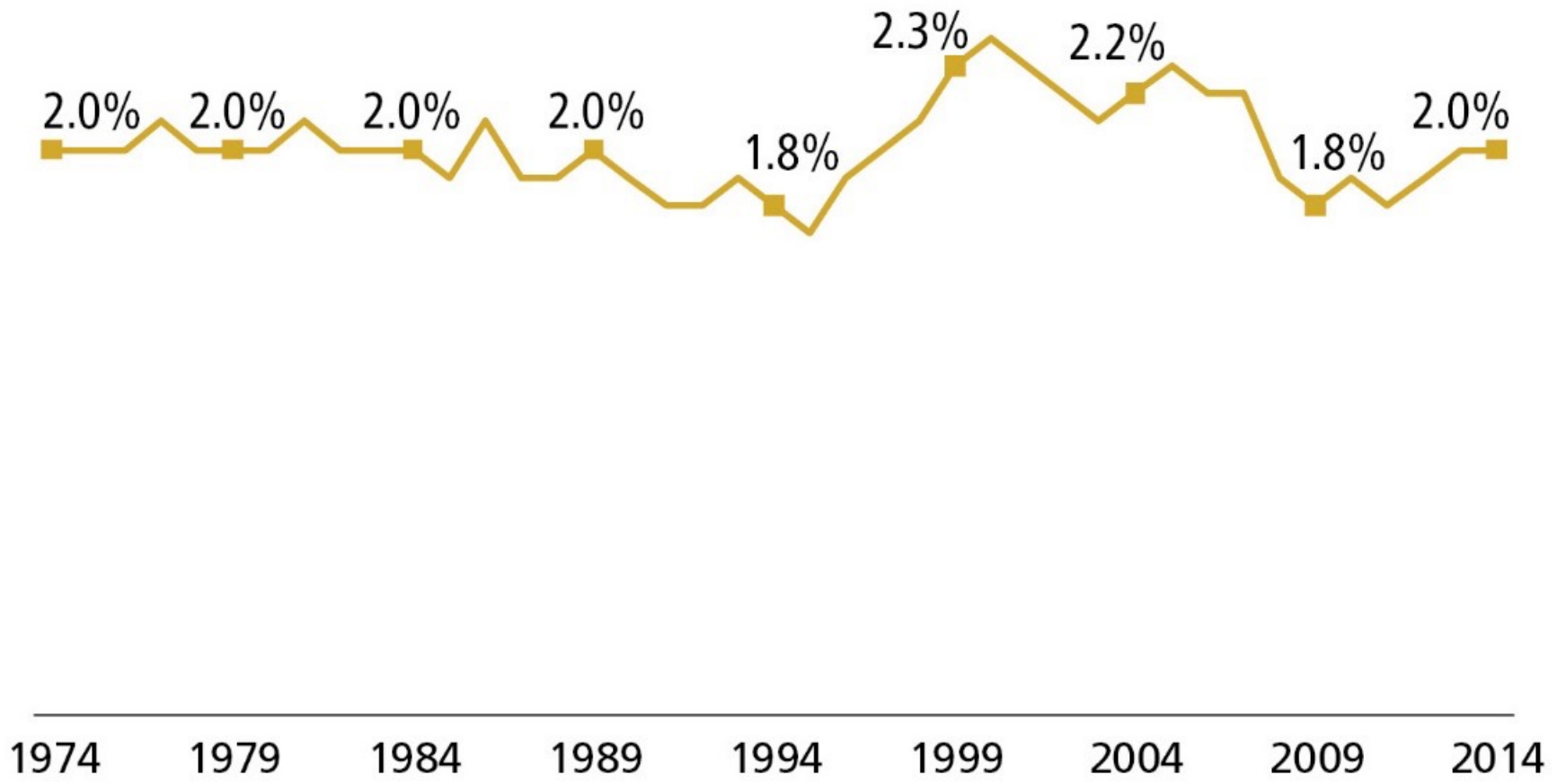
FIGURE Bg-A Estimated philanthropic and charitable giving - per capita and relative to gross domestic product: 1959-1997



Giving USA uses the CPI to adjust for inflation.

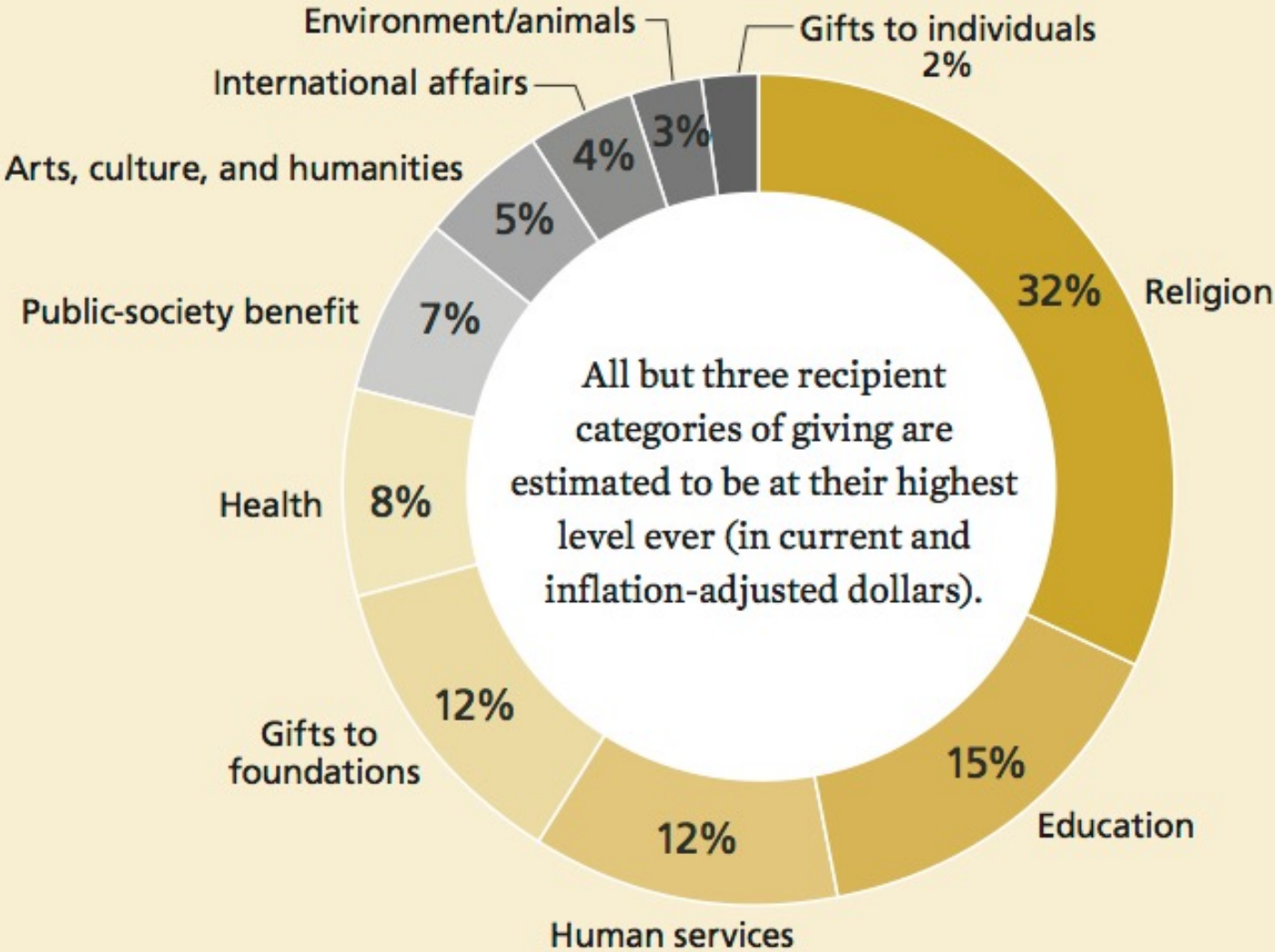
SOURCE: "Giving USA"

Total giving as a percentage of Gross Domestic Product, 1974-2014 (in inflation-adjusted dollars, 2014 = \$100)



SOURCE: "Giving USA" Individual giving as a percentage of disposable personal income, 1974-2014 (in current dollars)

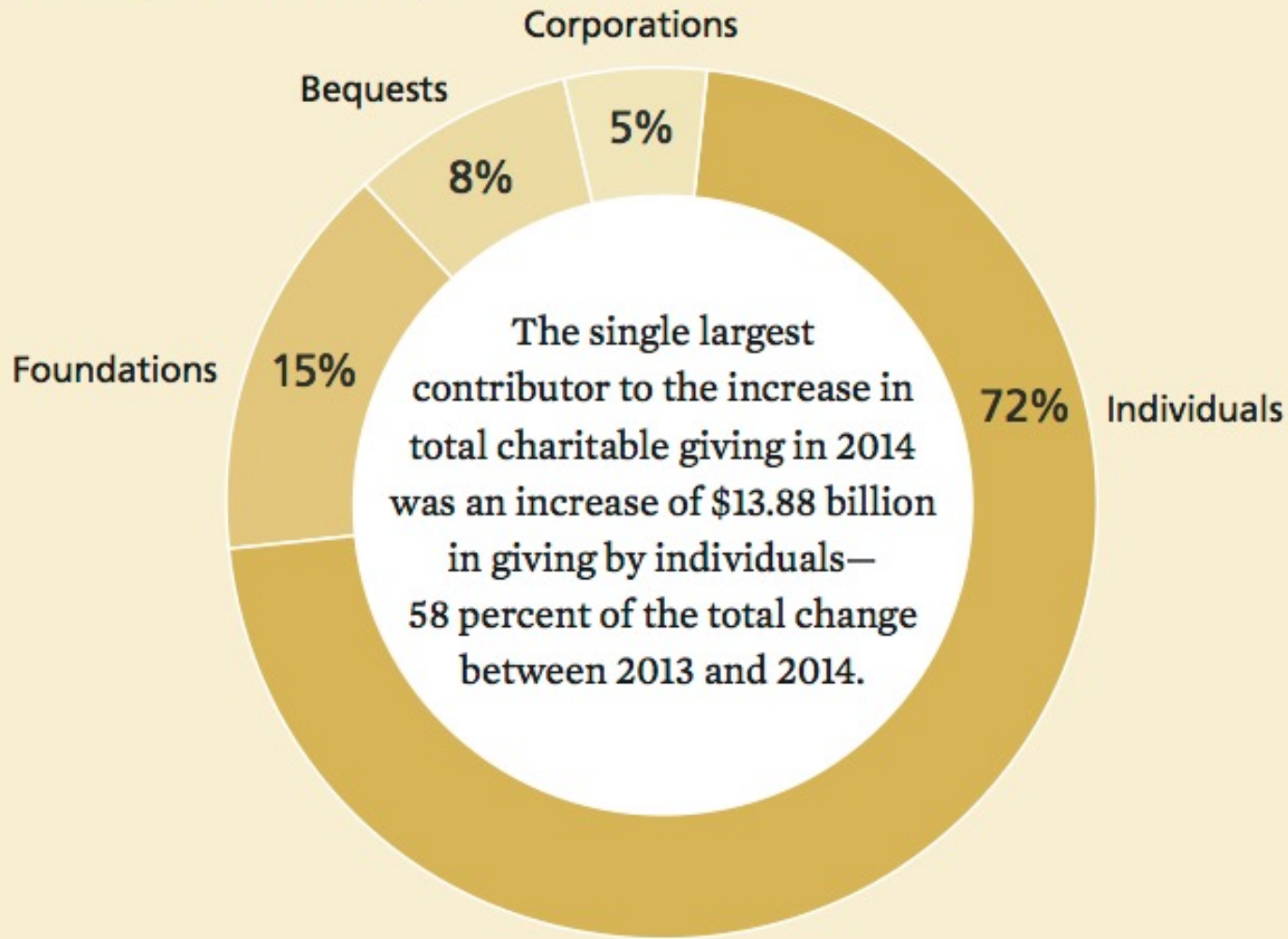
Contributions by recipient category (by percentage of the total)



SOURCE: "Giving USA"

Total 2014 contributions: \$358.38 billion

Contributions by source
(by percentage of the total)

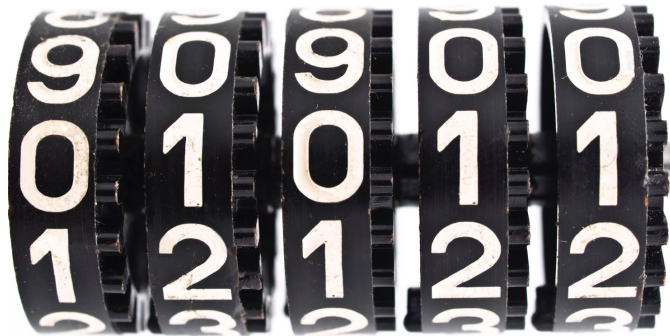


SOURCE: "Giving USA"

Unlearn what we know

Giving is the *fuel that drives us forward.*

CAPACITY & LIMITATIONS

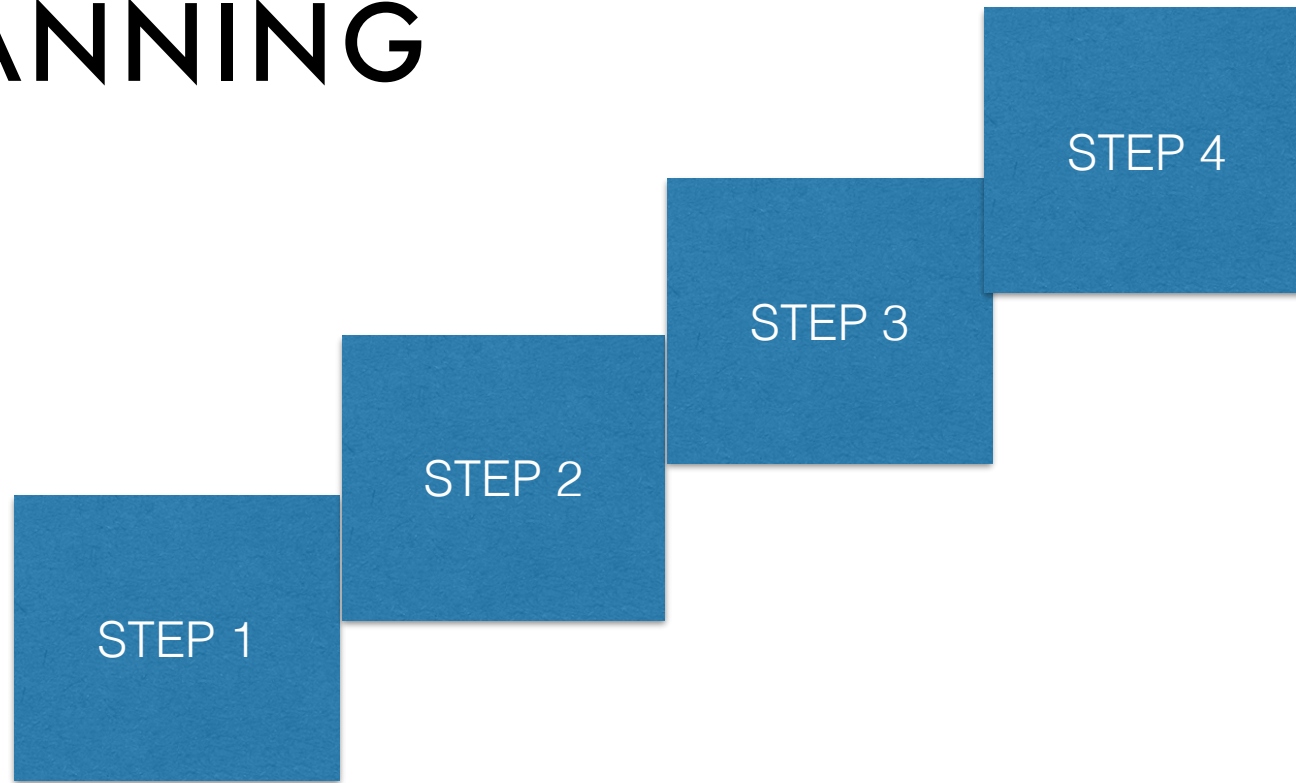


Fundraising Events
Perceived Cost
Number of Prospects

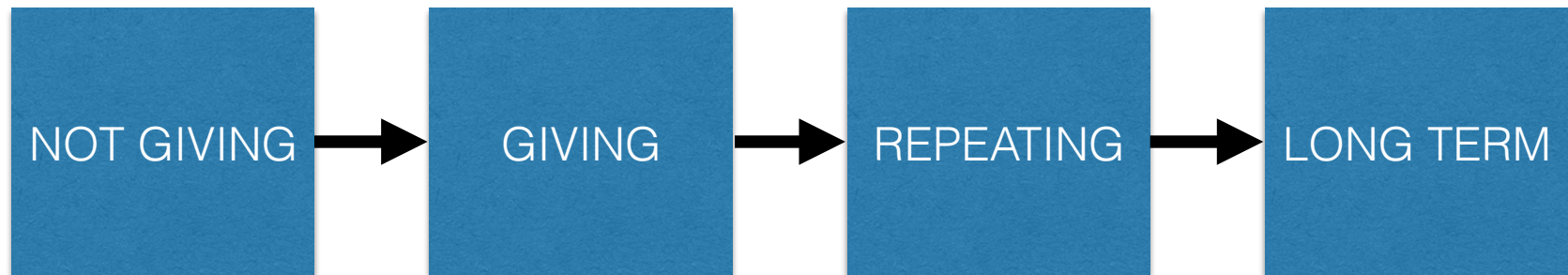


Time
Dunbar's Number
Skills and Disciplines

DISCIPLINES: PLANNING



DISCIPLINES: A GIVING DRIVEN APPROACH



DISCIPLINES: DEVELOPMENT STRATEGY

FACE TO
FACE

DONORS TO
RETAIN

DONORS TO
RECRUIT

SMALL
GROUPS

DONORS TO
RECRUIT

DONORS TO
REGAIN

LARGE
GROUPS

DONORS TO
RECRUIT

NON
DONORS

SKILLS: YOUR MESSAGE SAVING OR CHANGING LIVES

PROFILE OF YOUR VISION

KEY QUESTIONS

GIVING DRIVEN STEPS

STEP 1
COMPLETE

STEP 2

STEP 3

STEP 4

SKILLS: RELATIONSHIPS FIRST WHO, THEN HOW



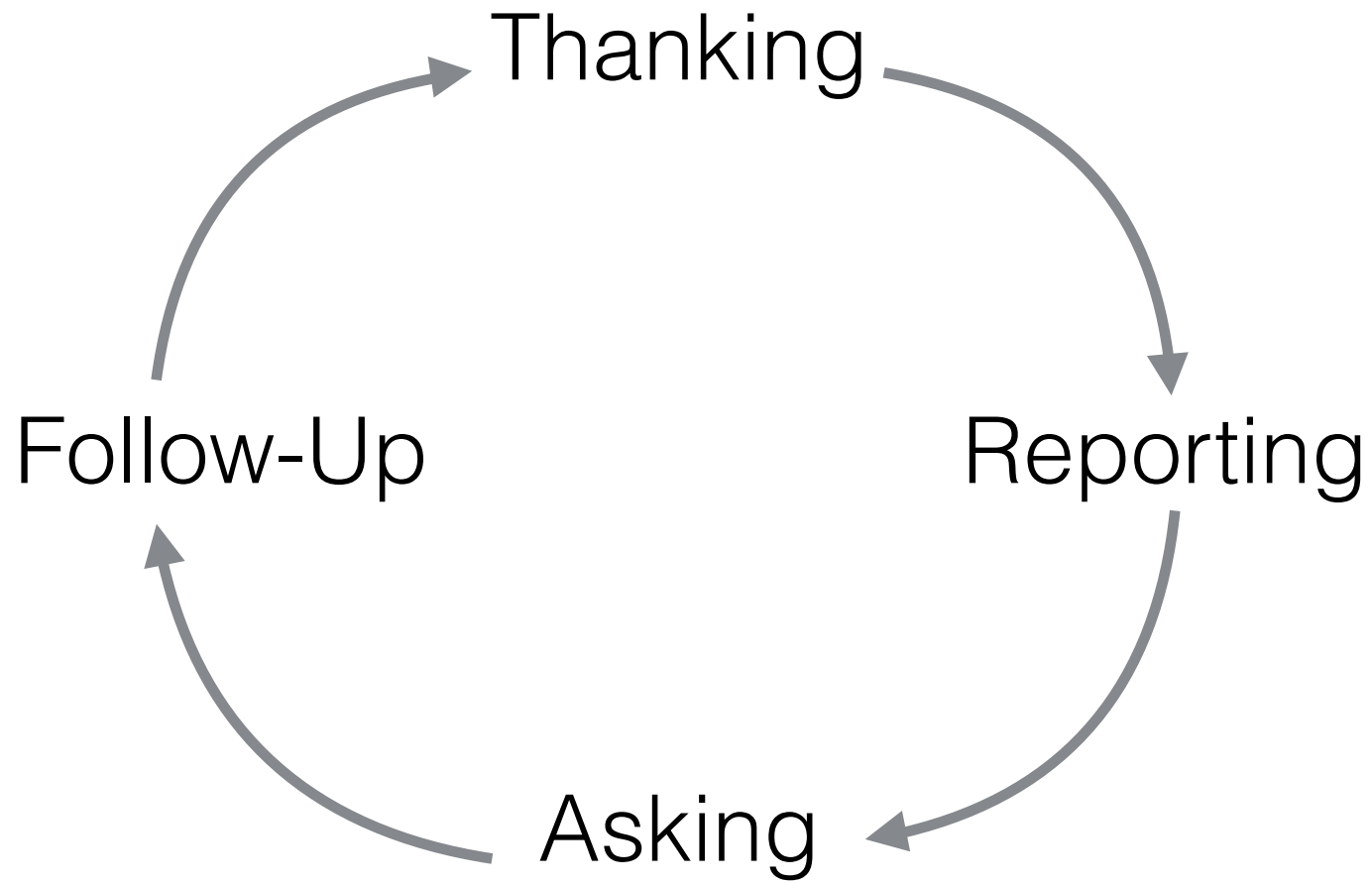
GREEN

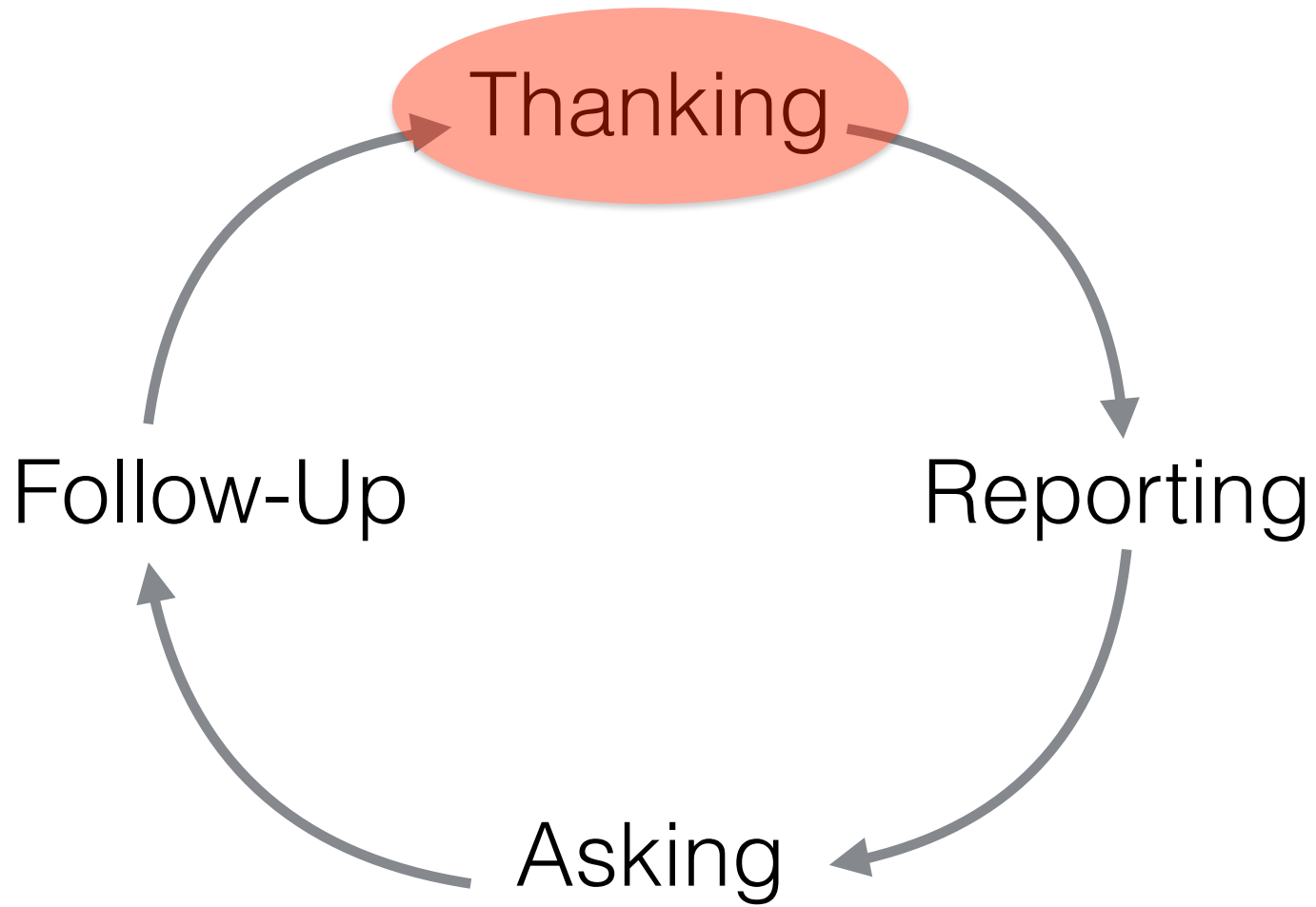


ORANGE

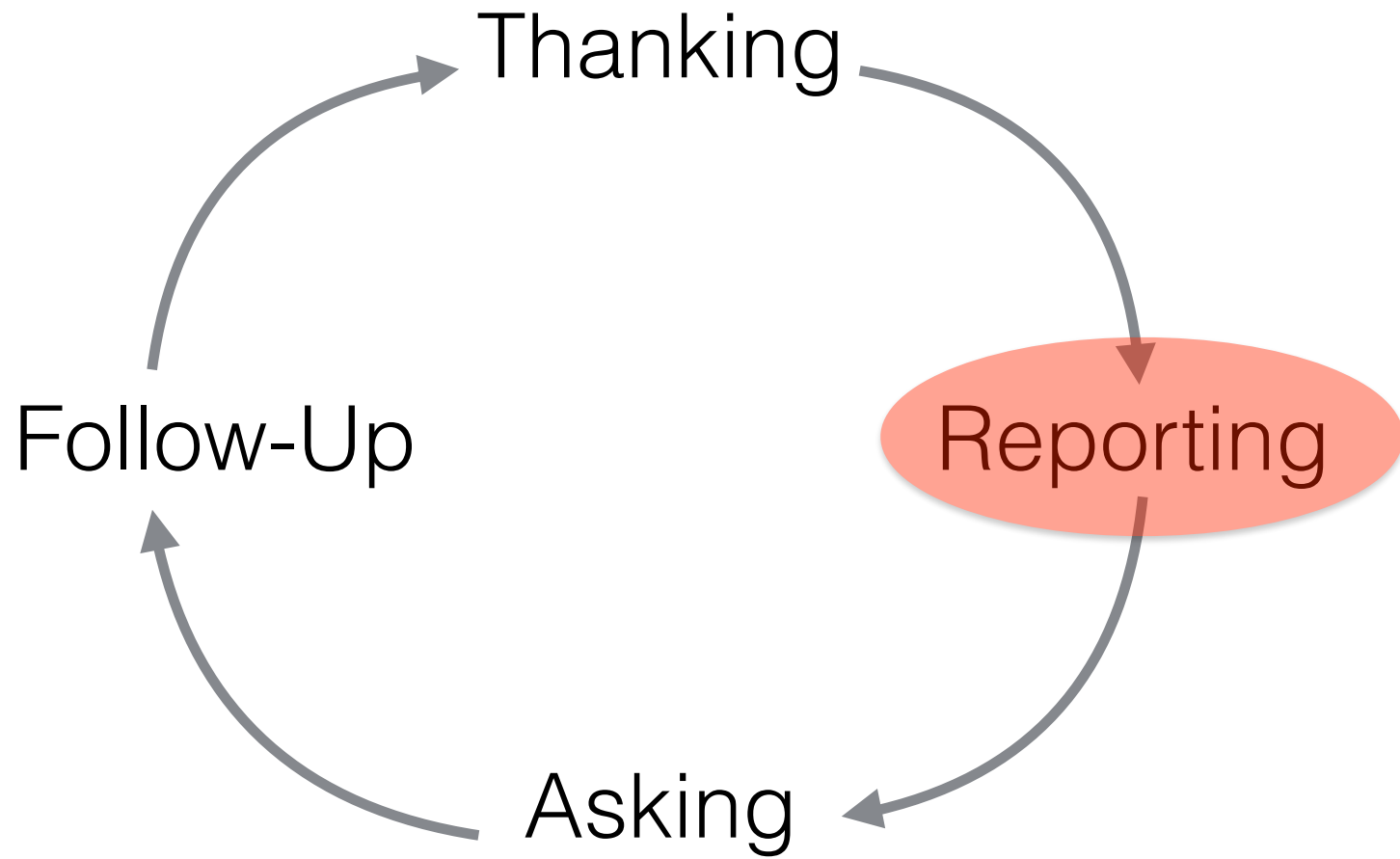


RED

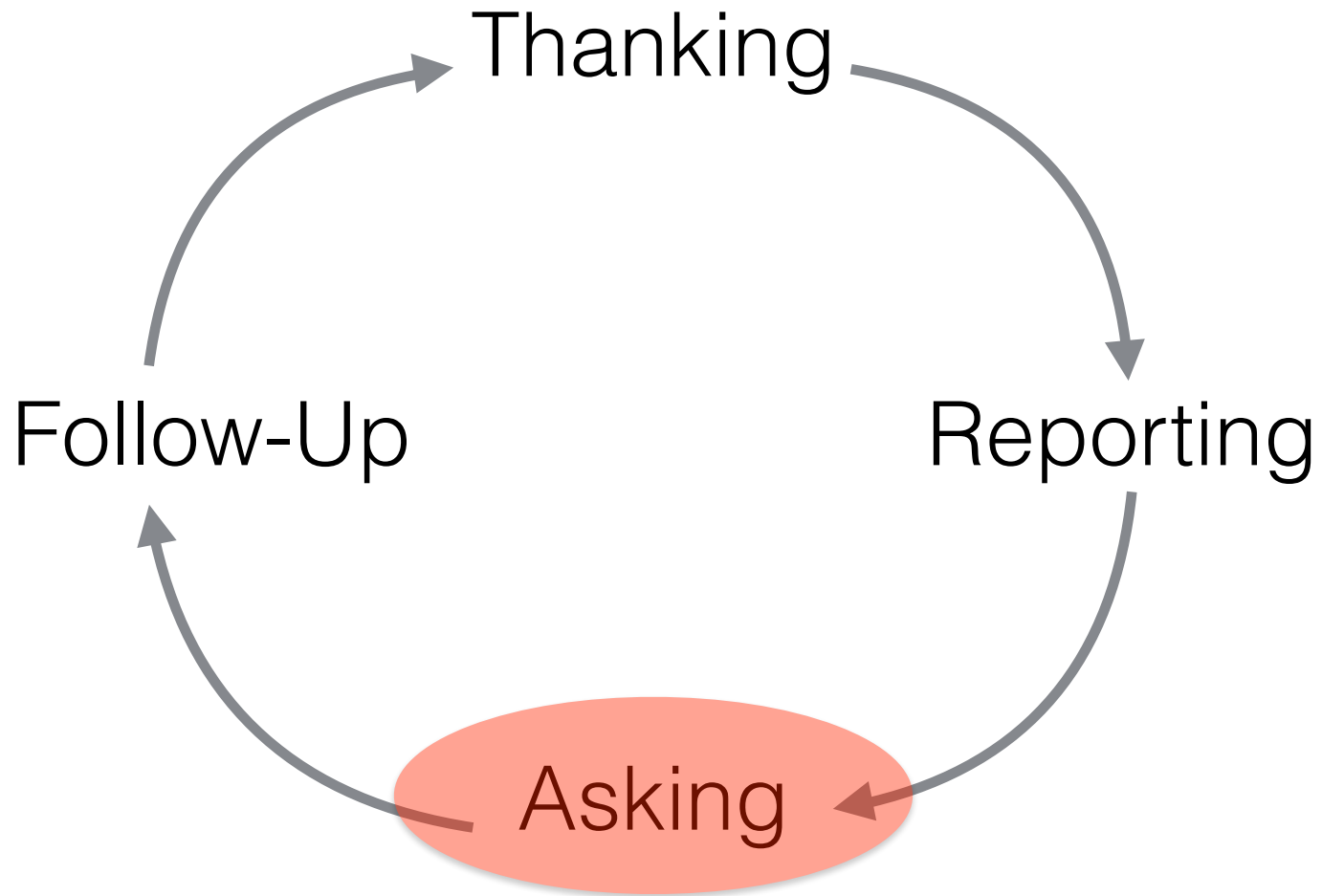




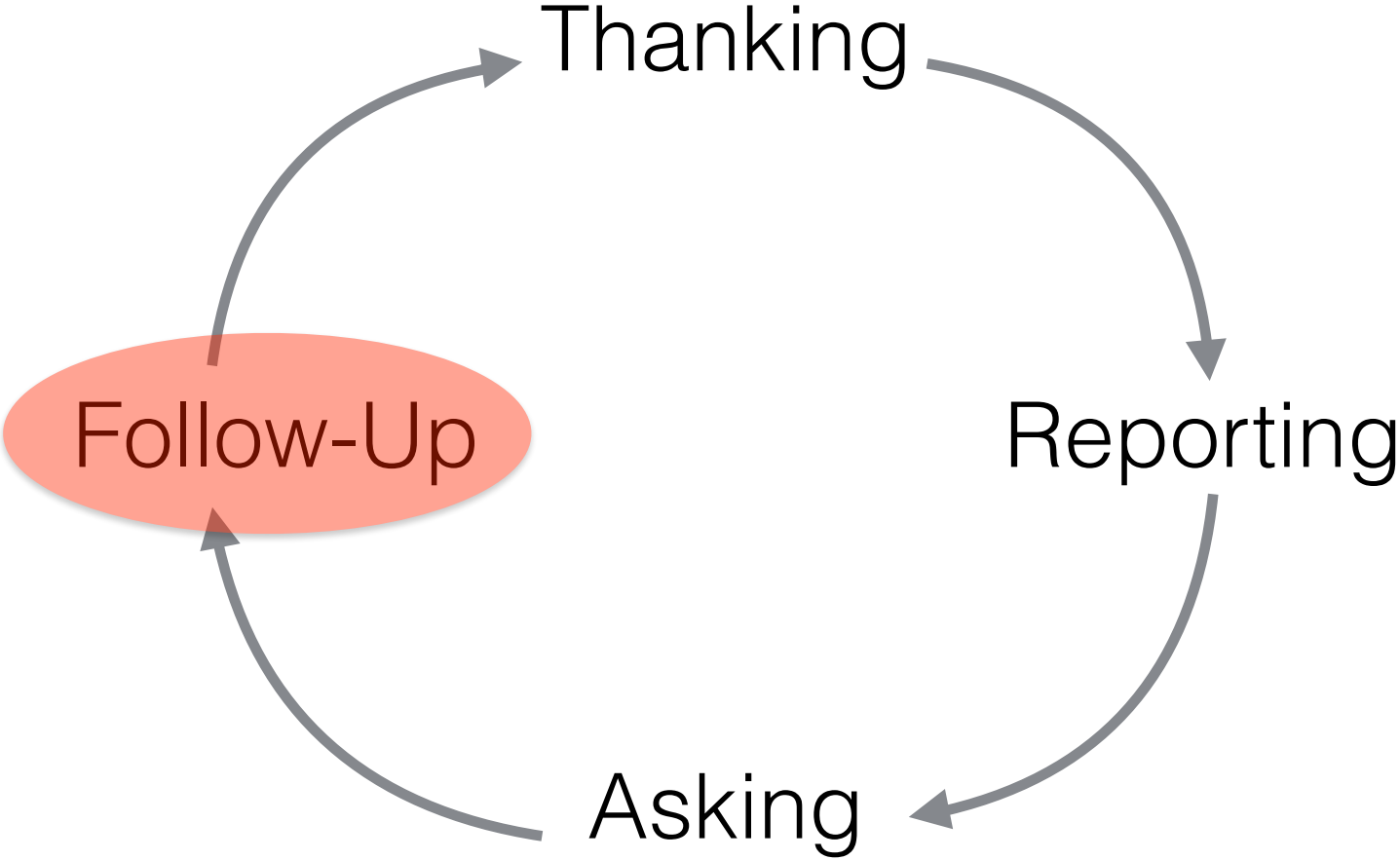
- A giver's natural inclination is to give, give again, and give more.
- Thank with a phone call
- Don't over-do the receipt
- Second thank you letter/note/email



- Providing a report
- Calling attention to the report
- Face to face meeting
- Leadership briefing
- Involving board members



- Asking questions about how they approach giving.
- Help them see where to fit in.
- Stop, look, and really think and pray.
- Use a gift chart.
- Teach rather than lecture.



- Where the rubber hits the road.
- Takes the pressure off the ask.
- Multiple ways. Multiple times.
- Email. Letter. Phone call. Text. Note.
Photo. Video.

ACTION:
FOCUS ON *RETAINING* GIVERS

Hint: Establish a target range for all and retain 100%.

ACTION:
FOCUS ON *REGAINING* GIVERS

Hint: Provide a written report and call to follow-up.

ACTION:

FOCUS ON *RECRUITING* GIVERS

Hint: Recruit hosts for small group meetings.



**3 STEPS FOR LEADING
PEOPLE TO A DECISION**

TALKING
POINTS



3 - POINT
MEETING



FOLLOW
UP





GOALS VS MILESTONES

GOALS	MILESTONES
Don't raise money. People do.	Break down the larger project.
Change your behavior.	Create momentum.
Recalibrate your timing.	Are straightforward.
"Must" do, <i>not</i> "hope" to do.	Give your goals "teeth."

It's not hocus pocus.

It's all about focus.

So...what action will you take?



DEVELOPMENT
AND LEADERSHIP COACHING

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Build Giving. Unlock Hearts. Get Moving.

[LEARN HOW](#)



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Next Steps

Free resources: developmentandleadership.org

Email us for slides: z@developmentandleadership.org

Schedule a call: <http://developmentandleadership.org/go/call/>

Call us direct: 314-403-0778