

THE SACRED ART

Of Asking For Money!



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Who Are We?



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www.commongroundconsulting.org

BECOME A MEMBER
Become a member of our community and let us enhance your giving experience with more exciting benefits!

RECENT ENGAGEMENTS
INSTITUTE FOR SUSTAINABLE COMMUNITIES
Recent Funding Meeting
Charlottesville, VA
01.09.09 - 01.09.09

LEADERSHIP LEADERS
Beginning in 2009, Common Ground Consulting is providing organizational advice and practical training and support for nonprofits, starting, existing, and growing, and sustainability work.

VISIT OUR POPULAR ONLINE BLOGS
GO

IN YOUR COMMUNITY
Learn what Common Ground will be in your area and attend a 90-minute consultation. [More](#)

BREAKING UPDATES
Read the latest version of the annual address we provide to our constituents.

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WHO ARE WE?

What is YOUR NAME and from WHERE do you come?

What do you NEED?



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WHO ARE WE?

What is one thing that you DREAM about?



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DREAM

Whatever your mind can conceive and believe, it will achieve.
Dream great dreams and make them come true. Do it now.

—Barbara Smallwood and Steve Kilborn



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YOUR EXPECTATIONS*

(*& MY EXPECTATIONS OF YOU)



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**Life happens on the Edge
of Your Comfort Zone**



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FUNDRAISING

Creating opportunities for people
to direct the resources
they have in their life in abundance

TIME, TALENT & TREASURE

towards the issues and concerns
that matter to them most.



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THE ECONOMICS OF TRUST

↓ Trust = ↓ Speed & ↑ Cost

↑ Trust = ↑ Speed & ↓ Cost



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FUNDRAISING

**Getting Results
In A Way
That Inspires
Trust**



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2008 U.S. Giving

\$308 Billion!

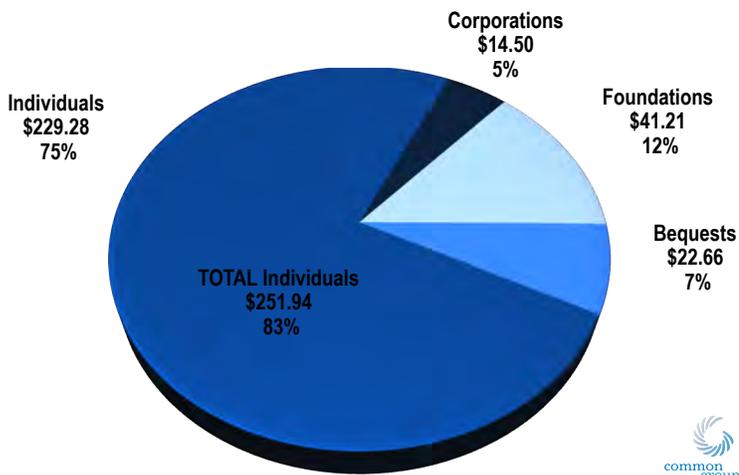
2.14% GDP

307 Million People



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WHO GIVES?

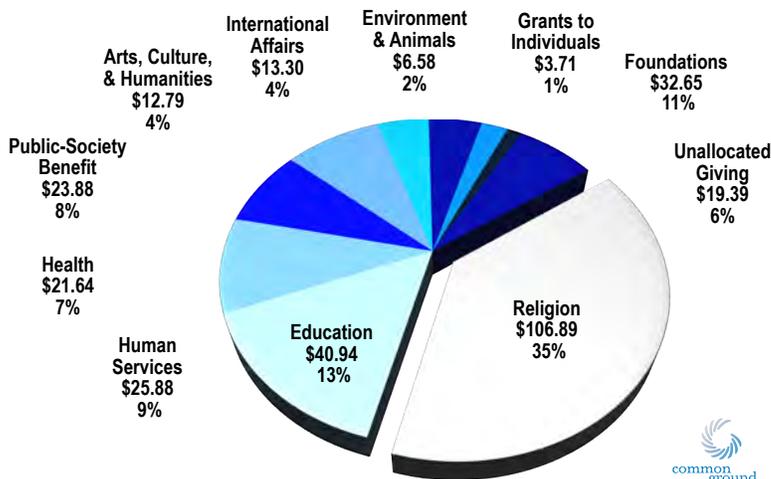


Source: Giving USA Foundation / Giving USA 2009



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WHO GETS?

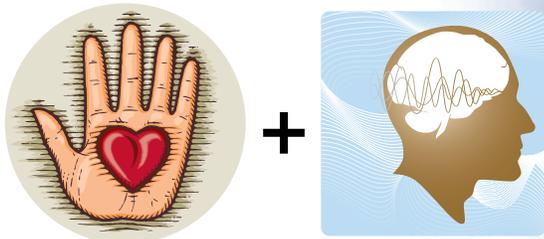


Source: Giving USA Foundation / Giving USA 2009



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THE GIVING EQUATION



= INVOLVEMENT



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Your Job Is To Ask

Their Job Is To Decide



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FUNDED FOR LIFE

- Change your paradigm. When you approach fundraising with passion, joy, and excitement, you will always be successful.
- Follow the money! Giving by individuals has always been the largest component of charitable contributions. In 2008, Americans gave \$308 billion to non-profits—82% came from individual donors
- Fundraising is a money business that supports sacred work. Help your family and friends to uncover their own passions, hopes, and dreams and make a difference in the world through their powerful generosity.



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FUNDED FOR LIFE

- There is enough money. With \$60 trillion floating around the planet right now, there is more than enough to support all of our critical, life-changing work. Get out of your comfort zone and ask for what you need.
- Its not about knowing rich people. In the United States, people who make the least give the highest percentage of their income and 80% of that \$308 billion given away in 2008 came from households with incomes under \$50,000 a year.
- Donors are investors. Focus on building strong relationships that are based on integrity and which honor the donor's desire to make a difference in the world. Its your job to ask, their job to decide.
- Believe. Your belief in the power of your organization's mission, vision, and values must exceed your fear of asking for people's time, talent, and treasure.



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YOUR OWN GIVING

- **In column one**, write down the names of the first 10 people who come to your mind—friends, family, colleagues, politicians, bankers, teachers, clergy. Don't censor yourself. This will begin to create a list of donor prospects, but don't put someone on the list, or leave them off, because of what you know about their ability to give or your concerns about asking.
- **In column two**, put a check mark next to the names of people you know and who know you. Circle the check marks for the 5 "strongest" relationships. You decide what strongest means.
- **In column three**, put a check mark next to the names of people that you personally know give of their time, talent, and treasure (to any organization).
- **In column four**, put a check mark next to the names of people you think would be interested in the work of your organization. People who would trust you with an investment of their time, talent, and/or treasure.
- **In column five**, next to any name you checked in the last step, write down what you think is that person's self-interest for getting involved or investing in your organization. Be really candid here. This person won't be seeing your list!
- **In column six**, I want you to set a financial goal for what you could ask this person to invest in your organization. If you had to do it, knowing what you now know, how much could you ask them for? Take a deep breath. Write it down.
- **Finally**, look at the amounts you just wrote down. If you wrote down an amount \$200 or less in column six, triple it and write it down in column seven. If the amount is greater than \$200, double it and write that down in column seven.



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Are You READY?!



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THE SIX STEPS TO ASKING

1. Who are you? How are you connected to the organization? Why are you here?
2. What does your organization do? What is the mission and vision? What are the organization's values? What is its history?
3. What is your organizational story? Why would a donor care? How does your organization's work connect to what the prospect cares about—what they are passionate about?
4. What is the gap? What amazing work are you doing now? What else could you do if this donor invested time, talent, or treasure?
5. What specifically are you asking this donor to invest? Do you know what you want? Have you done your homework? Do you see the the right amount flashing on their forehead?
6. What will the donor receive for their investment? Are you offering recognition? Have you imagined how you will thank them for their generosity? How will the organization express its gratitude?



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A FEW MORE THINGS ABOUT ASKING

- It is your job to boldly ask. It is the prospective donor's job to decide yes or no. Ask and then be quiet. Listen. Answer their questions. Thank them genuinely regardless of their answer.
- You will not define your success by the number of people who say yes and give, but rather by the number of people who say no!
- You will not avoid asking your friends and family; and you will contribute first.
- You will not be afraid to ask people for what your organization needs; and you will always ask for a little more than makes you comfortable.*
- Whenever you are asking someone to invest, you will speak only 25% of the time and really listen during the rest of the conversation.
- Your belief in your organization will always exceed your fear of asking.
- You will always remember that if you don't have the time to express your gratitude, you don't have the time to have real people as donors.



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GRATITUDE

“Gratitude unlocks the fullness of life. It turns what we have into enough, and more. It turns denial into acceptance, chaos to order, confusion to clarity. It can turn a meal into a feast, a house into a home, a stranger into a friend. Gratitude makes sense of our past, brings peace for today, and creates a vision for tomorrow.”

— Melody Beattie



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**“Be who you are
and say what you feel,
because those who
mind don't matter
and those who matter
don't mind”**

— Dr. Seuss



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