



Feelings & Fundraising:

The Power of Being Relational

HELLO!

I'm Drew Coursin

Person Trying to be More in Touch with His Feelings

Relationship Builder | Dog Lover | Coffee Enthusiast

Major Gifts Officer - Greater Twin Cities United Way

608.332.5987

drew.coursin@gtcuw.org

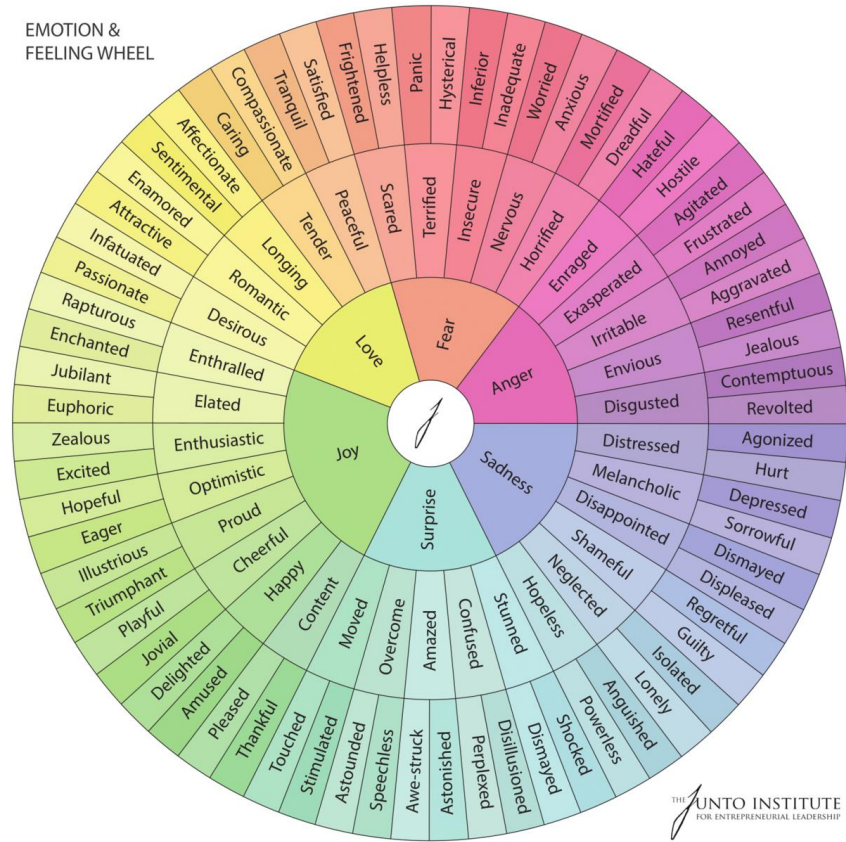


Feelings



Professional Development: The Junto Institute for Entrepreneurial Leadership

EMOTION & FEELING WHEEL



Pop Culture: Inside Out

Every possible emotional overlap in Inside Out

Joy and Sadness make melancholy. But what do the other emotions add up to?



SOURCE: Photos from Disney/Pixar

Early Childhood Education: “How Are You Feeling Today?” Poster





So, Feelings

(Brainstorming Time)





Feelings

Anger

Fear

Pain

Joy

Passion

Love

Shame

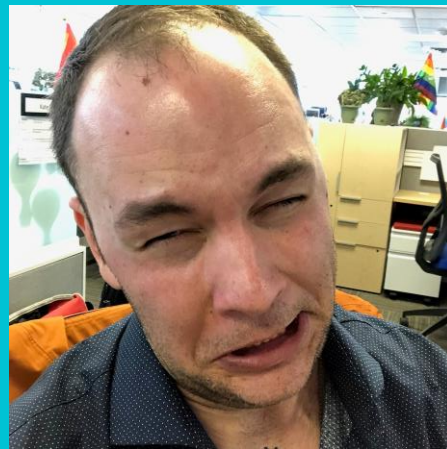
Guilt



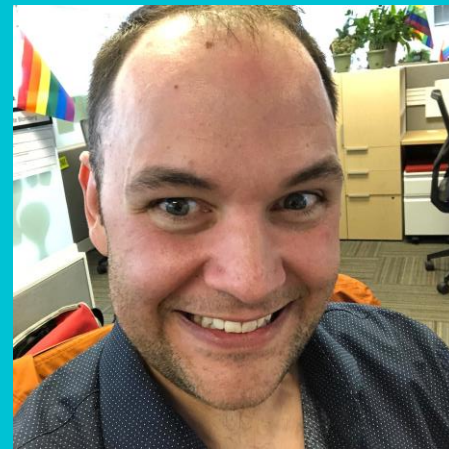
ANGER



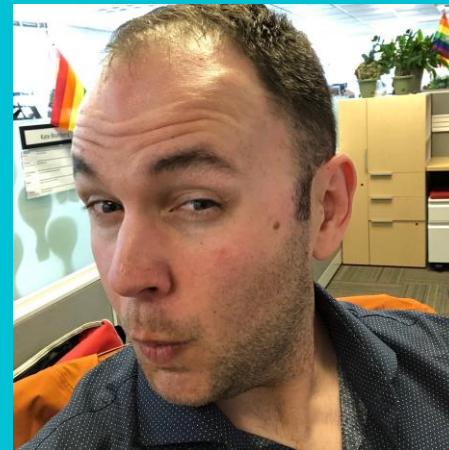
FEAR



PAIN



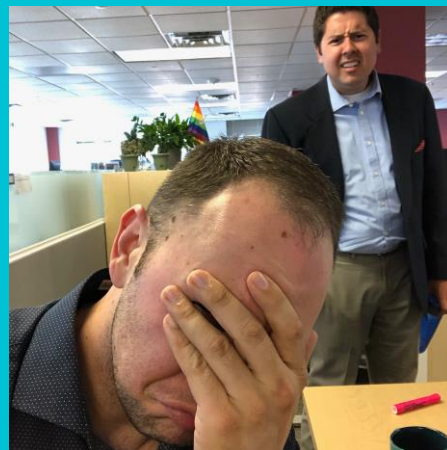
JOY



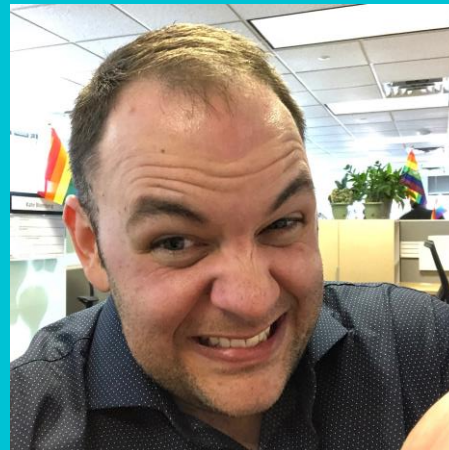
PASSION



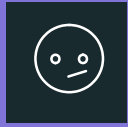
LOVE



SHAME



GUILT



NOT Feelings

Okay
Good
Hungry
Tired
Fine
Great
All right
etc.



Goal 1: Be more relational...

Goal 2: ...with donors...

Goal 3: ...TODAY!



Goal 1: Be More Relational*

***But WHAT does “relational” mean??**



It means, in our interactions with others, being engaged, centered, grounded, clear, generous, humble and kind.

**Louise Phipps Senft, *What Does “Being Relational” Mean?*
Wagonheim Law Blog**



Goal 2: With Donors*

***But WHY?**



Pros of Being Relational with Donors

Trust
Authenticity
Empathy
Compassion
Connection
Understanding
Self Awareness
Openness
Service
Communication

Kindness
Fulfillment
Shared Goals
Mission
Contentment
Confidence
Integrity
Purpose
...and increased giving!



Cons of Being Relational with Donors

Kinda uncomfortable at first



Goal 3: TODAY!

***But HOW?**



Talking Boundary

SENSORY DATA:

(Observable Behavior)

- When I heard...
- When I saw...

THOUGHTS:

(Always from the “I” Position)

- What I think about that is...
- What I believe about that is...
- What I make up about that is...

EMOTIONS:

(Emotions are Generated from Thoughts)

- ...and about that I feel...

IN THE FUTURE:

(Vulnerable Request)

- What I would like is...



PRACTICE!



Why is the Talking Boundary Effective?

SENSORY DATA:

- Confirms accuracy of what the donor told you
- Opportunity to clarify
- Demonstrate understanding

THOUGHTS:

- Relates to donor
- Show vulnerability by sharing self
- Reveal thought process

EMOTIONS:

- Connect feelings to thoughts
- Match inner self with expression

IN THE FUTURE:

- Keeps the conversation going
- Opening for an ask



Beyond the Donor Meeting...



**...and Back to
Feelings!***

***But WHEN??**



When to Be in Touch with Your Feelings and Express them Accurately*

*Other than ALWAYS, duh.

MOMENTS OF UNCERTAINTY:

(Fear/Pain/Anger/Guilt/Shame)

- Will I meet my fundraising goals?
- Am I good enough?

MOMENTS OF TRIUMPH:

(Joy/Passion/Love/Guilt)

- Does the donor understand how grateful I am?
- Do I appreciate my team (and myself)?

MOMENTS OF CONFLICT:

(Anger/Fear/Pain/Passion/Shame/Guilt)

- How can I fix this problem?
- Is this mistake irreparable?



Recap!

1. **Feel** (no action needed)
1. **Reflect** (what am I feeling?)
1. **Express** (how do I match what I feel with how I act?)
1. **Benefit** (deeper, more fruitful relationships with donors, coworkers, loved ones, and self)

Other Sources

You may consider the following if you're interested in doing more work on being relational:

- Anything (like, ANYTHING) by **Brené Brown** - try her TED talks and Netflix special, "The Call to Courage," then dive into her books. *Dare to Lead* is particularly applicable in a professional setting
- *Facing Codependence* (book) by **Pia Mellody**
- Major Gift Academy (online training) by **Veritus Group**
- *Anger* (book) by **Thich Nhat Hanh**
- *Compassion Cards: Teachings for Awakening the Heart in Everyday Life* (cards) by **Pema Chödrön**



CREDITS

Special thanks to all the people who made my session possible:

- Support and inspiration from the amazing team at GTCUW
- Materials by Brené Brown, Pia Mellody, The Junto Institute, Vox, Disney/Pixar, Jim Borgman, Louise Phipps Senft
- Presentation template by SlidesCarnival

Questions?

Drew Coursin

Doing His Best to Match Feelings to Expressions

Vulnerable Dude | Extremely Amateur Baker | Road Trip Aficionado

Major Gifts Officer- Greater Twin Cities United Way

608.332.5987

drew.coursin@gtcuw.org