Feelings & Fundraising: The Power of Being Relational
HELLO!

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Feelings
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?*

<table>
<thead>
<tr>
<th>Joy</th>
<th>Sadness</th>
<th>Disgust</th>
<th>Fear</th>
<th>Anger</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ecstasy</td>
<td>Melancholy</td>
<td>Intrigue</td>
<td>Surprise</td>
<td>Righteousness</td>
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<tr>
<td>Melancholy</td>
<td>Despair</td>
<td>Self-loathing</td>
<td>Anxiety</td>
<td>Betrayal</td>
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<tr>
<td>Intrigue</td>
<td>Self-loathing</td>
<td>Prejudice</td>
<td>Revulsion</td>
<td>Loathing</td>
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<tr>
<td>Surprise</td>
<td>Anxiety</td>
<td>Revulsion</td>
<td>Terror</td>
<td>Hatred</td>
</tr>
<tr>
<td>Righteousness</td>
<td>Betrayal</td>
<td>Loathing</td>
<td>Hatred</td>
<td>Rage</td>
</tr>
</tbody>
</table>

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

© Jim Borgman - How Are You Feeling Today?
So, Feelings

(Brainstorming Time)
Feelings

Anger
Fear
Pain
Joy
Passion
Love
Shame
Guilt

© Pia Mellody - Eight Basic Emotions, The Meadows
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.

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...

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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*

*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?

*Other than ALWAYS, duh.
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)
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

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Questions?

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