THE RELUCTANT FUNDRAISER

Laura McCarty Tufano, CFRE

OBJECTIVES

1. View money and donors through a new lens
2. Confidently solicit and steward donors
3. Impact fundraising even when you’re not the asker
WHY?

One $50,000 Grant

Fifty $1,000 Donors
U.S. Charitable Contributions

- INDIVIDUALS: 70%
- FOUNDATIONS: 16%
- BEQUESTS: 9%
- CORPORATIONS: 5%


Your Role
Your Role

Work every angle!
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Your Role

Work every angle!
Your Role

Work every angle!

EXERCISE

What do you remember learning about money when you were young?
MONEY isn’t what you think it is.

AMOUNTS aren’t what you think they are.
FUNDRAISING isn’t sales.

EXERCISE

Where did you give in the last 12 months?

Why?
You were **ASKED!**

**PRACTICAL TIPS**
Practice small talk

PRACTICAL TIPS

Smile when you talk on the phone
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PRACTICAL TIPS

- Practice small talk
- Eliminate negative language
- Smile when you talk on the phone

Eliminate Negative Language

**NO**
- “Hit up”
- “Go after”
- “Arm twisting”

**YES**
- “Invest in your values”
- “Invite you to be a part of something amazing”
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PRACTICAL TIPS

- Practice small talk
- Eliminate negative language
- Smile when you talk on the phone
- Memorize a list of open-ended questions

How did you first get involved?

What are your impressions of the organization now?

How do you like to give?

Are you interested in getting involved in other ways?

What are our strengths and weaknesses?

What are your personal giving priorities?

What inspires you most about this work?

Who else should get involved?
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You’re not asking for money for **YOU**.

You’re not asking for money for **YOUR ORGANIZATION**.
You’re not asking for money for YOU.

You’re not asking for money for YOUR ORGANIZATION.

You’re asking for money for THE CAUSE.

Suggested Resources

- Claire Axelrad’s Donor Thank-You Calls E-Book and Script, available at https://clairification.com/thank-you-calls-ebook/
- John Greenhoe’s book, Opening the Door to Major Gifts: Mastering the Discovery Call
- Asking Matters’ Find Your Asking Style quiz, available at https://askingmatters.com/
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Laura McCarty Tufano, CFRE
laura@tufanoconsulting.com
www.tufanoconsulting.com
612.990.6408