Introduction of Nanette Fridman

- President of Fridman Strategies, Inc.
- 25+ years of experience with nonprofits as a professional, lay leader, consultant & coach
- National speaker, trainer and facilitator
- Author of two books, *On Board* and *Holding the Gavel*
- BA, Tufts University
- MPP, Georgetown University Public Policy Institute
- JD, Georgetown University Law Center
- Harry S. Truman Scholar
In the Chat

• Your Name
• Your Synagogue
• Your Role
• What is the first word you think of when you hear fundraising?
Goals

- To review the development cycle
- To walk through the steps to making an ask
- To practice soliciting
Warm Up

• Think back to the first time you made a donation with your own money
• How did you feel?
Money is a tool, not a purpose; it translates our values, intentions & achievements into a measurable reality. It gives spirituality a physical dimension.

RUTH ROSENBERG
The Development Cycle

Identify Prospects

Steward

Qualify

Closure

Cultivate

Solicit
The Best Solicitation Occurs when the **Right Prospect** is asked for the **Right Gift** by the **Right Solicitor** at the **Right Time** in the **Right Way**
Preparing for the Meeting

- Donor Giving History
- Any Current Info (Tip: Quick Google or Social Media Scan)
- Ask Amount
- Review Talking Points/Case for Giving
- Current Reports (Annual)
- Engagement Opportunities (Events, Volunteering)
Getting the Meeting

What are some tips and tricks you use to get meetings?

Let’s Practice!
Warm Up

- THANKYOU!
- Build rapport/Catch up – SCHMOOZE!
- Confirm amount of time donor has for meeting
- Ask open ended questions
- Listen – 80% vs. Talk – 20%
Presenting the Case

- Educate from the prospect's perspective
- Collect stories to show impact
- Show how the synagogue pivoted during Covid
- Demonstrate the synagogue is well-managed
  - What steps have been taken to ensure your financial health
- Convey need and urgency
Thank you for your past support and for meeting today.

Will you join us/continue to support our important work and consider a gift of $X for our annual campaign?

**SILENCE!**

Listen for clues
• Natural and predictable
• Tackle the objection and not the prospect
• Acknowledge what the prospect is saying
• Address the issue raised
• Ask again for a different amount
• Being comfortable and effective with objections comes with experience and the willingness to take risks
Always Be Closing

- Watch the time and donor’s body language
- Restate the commitment or open questions
- Plan for next touch point
- Thank the donor
- Look to the future
The Right Next Steps After the Solicitation

• Immediately record donor’s words, commitment and any interest areas
• Questions that donor wants answered or more information sought
• Personal note or email for meeting/gift
• Formal acknowledgement
• Formal thank you
• Plan next steps
  • Follow up required
  • Stewardship plan
  • If the donor has indicated the timing is not good, schedule the right time to revisit
Everyone must participate.

You will take turns being the donor and the solicitor.
Annual Renew/Maintain

- Donor: Sarah Stern
- The Story:
  - Sarah is a past synagogue board member. She came last month to a virtual program. Sarah gave $500 last year.
- Your Assignment:
  - Ask Sarah to renew her gift for $500.
Donor: Mark Cohen

The Story:

- Mark gives $2,500 annually to JF&CS. In the past, he has given $180 to your synagogue.

Your Assignment:

- Ask Mark to make a $1,000 investment this year.
Reporting Out

- How did it feel to be the donor?
- How did it feel to be the solicitor?
- What worked well?
- What do you take away from this exercise?
Stewardship

- Acknowledge and thank
- Report back on progress and impact of their investment – at least 2x per year
- Further personal relationship - importance of assigning relationship manager
- Recognize

- Keep informed of your synagogue’s developments
· 2/10 10:30 am – 12 pm Open Forum (For past participants in the series)