



Welcome to:

TRAUMA-INFORMED FUNDRAISING - UNDERSTANDING YOUR ROLE AND THE DONORS



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Goals and Objectives

- Learn and understand more about trauma and resilience
- Explore ways our experiences of trauma inform our understanding of roles and responsibilities as fundraising professionals.
- Learn ways to apply trauma-informed communication skills to enhance fundraising efforts.



What is Trauma-Informed Fundraising

A spacious, strengths-based, compassionate approach that focuses on -

- connection,
- communication,
- resilience.



Trauma-Informed practices are profound paradigm shifts.

Knowledge
Perspective
Attitudes
Skills

Unfold and Deepen Over Time



Become a Trauma-Informed Fundraiser

Safety
Trust
Choice



Stories from the field.

- Three Stories Plus One
 - Justification
 - “No” means “Maybe”
 - Punishment by Success



Trauma is

“not the story of something that happened back then, but the current imprint of that pain, horror, and fear living inside [the individual]....continuing to organize your life as if the trauma is still going on....”

Bessel van der Kolk, M.D.



Resilience is the process and outcome of successfully adapting to difficult or challenging life experiences.

How?

- coping strategies
- the ways in which individuals view and engage with the world
- the availability and quality of social resources



Signs of Resilience:

- We will be able to feel relaxed and at ease
- Our bodies and our senses will be relaxed yet alert
- We will be embodied, present (physically, mentally, emotionally)
- We will be available for connection and will be emotionally stable
- We will experience that we have choices and options
- We will have a capacity for healthy relationships
- We will promote post-traumatic resilience in ourselves and in others.

How You Can Use the NVC Process



Clearly expressing
how **I am**
without blaming
or criticizing

Empathically receiving
how **you are**
without hearing
blame or criticism

OBSERVATIONS

1. What I observe (*see, hear, remember, imagine, free from my evaluations*) that does or does not contribute to my well-being:

“When I (see, hear) . . . ”

1. What you observe (*see, hear, remember, imagine, free from your evaluations*) that does or does not contribute to your well-being:

“When you see/hear . . . ”

(Sometimes unspoken when offering empathy)

FEELINGS

2. How I feel (*emotion or sensation rather than thought*) in relation to what I observe:

“I feel . . . ”

2. How you feel (*emotion or sensation rather than thought*) in relation to what you observe:

“You feel . . . ”

NEEDS

3. What I need or value (*rather than a preference, or a specific action*) that causes my feelings:

“ . . . because I need/value . . . ”

3. What you need or value (*rather than a preference, or a specific action*) that causes your feelings:

“ . . . because you need/value . . . ”

Clearly requesting that
which would enrich **my**
life without demanding

Empathically receiving that
which would enrich **your** life
without hearing any demand

REQUESTS

4. The concrete actions I would like taken:

“Would you be willing to . . . ?”

4. The concrete actions you would like taken:

“Would you like . . . ?”

(Sometimes unspoken when offering empathy)



Some Basic Feelings We All Have



Feelings when needs are fulfilled

- Amazed
- Comfortable
- Confident
- Eager
- Energetic
- Fulfilled
- Glad
- Hopeful
- Inspired
- Intrigued
- Joyous
- Moved
- Optimistic
- Proud
- Relieved
- Stimulated
- Surprised
- Thankful
- Touched
- Trustful

Feelings when needs are not fulfilled

- Angry
- Annoyed
- Concerned
- Confused
- Disappointed
- Discouraged
- Distressed
- Embarrassed
- Frustrated
- Helpless
- Hopeless
- Impatient
- Irritated
- Lonely
- Nervous
- Overwhelmed
- Puzzled
- Reluctant
- Sad
- Uncomfortable

Some Basic Needs We All Have



Autonomy

- Choosing dreams/goals/values
- Choosing plans for fulfilling one's dreams, goals, values

Celebration

- Celebrating the creation of life and dreams fulfilled
- Celebrating losses: loved ones, dreams, etc. (mourning)

Integrity

- Authenticity
- Creativity
- Meaning
- Self-worth

Interdependence

- Acceptance
- Appreciation
- Closeness
- Community
- Consideration
- Contribution to the enrichment of life
- Emotional Safety
- Empathy

Physical Nurturance

- Air
- Food
- Movement, exercise
- Protection from life-threatening forms of life: viruses, bacteria, insects, predatory animals
- Rest
- Sexual expression
- Shelter
- Touch
- Water

Play

- Fun
- Laughter

Spiritual Communion

- Beauty
- Harmony
- Inspiration
- Order
- Peace
- Honesty (the empowering honesty that enables us to learn from our limitations)
- Love
- Reassurance
- Respect
- Support
- Trust
- Understanding



Don't be a stranger.



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