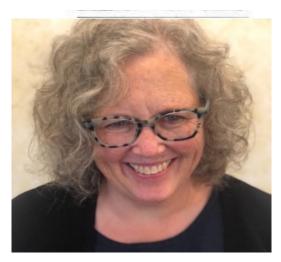
Welcome to:

TRAUMA-INFORMED FUNDRAISING - UNDERSTANDING YOUR ROLE AND THE DONORS





H. Aldervan Daly & Lisa Temoshok



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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.



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What is Trauma-Informed Fundraising

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

- connection,
- communication,
- resilience.



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Trauma-Informed practices are profound paradigm shifts.

Knowledge Perspective Attitudes Skills

Unfold and Deepen Over Time



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Become a Trauma-Informed Fundraiser

Safety Trust Choice



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Stories from the field.

- •Three Stories Plus One
 - Justification
 - "No" means "Maybe"
 - Punishment by Success



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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.



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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



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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.



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How You Can Use the NVC Process



Clearly expressing how <u>I am</u> without blaming or criticizing Empathically receiving how <u>you are</u> 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 . . . "*
- 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:
- need/value " "... 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:
- 4. The concrete actions you would like taken:

"Would you be willing to ...?"

"Would you like . . . ?"

(Sometimes unspoken when offering empathy)



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Some Basic Feelings We All Have

Feelings when needs are fulfilled

- Amazed
- Comfortable
- Confident
- Hopeful

Glad

- Eager Energetic
- Inspired

• Fulfilled

Intrigued

Feelings when needs are not fulfilled

- Angry
- Discouraged Distressed
- Annoyed Concerned Confused
- Embarrassed
- Frustrated Helpless
- Disappointed

 Proud • Relieved

Joyous

Moved

• Optimistic

Hopeless

- Lonely
- Nervous
- Reluctant

Puzzled

Overwhelmed

- 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

Plav

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

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- - Impatient
 - Irritated
- Trustful

Stimulated

Surprised

Thankful

- Touched

Don't be a stranger.



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