

Road Map for Big Donors

*Secrets From How
Raise Millions
Dollars*



Road Map for *the* Perfect Donor Journey

The Path of Achievement



4 Secrets on how to engage and cultivate *strong* **relationships with philanthropists.**



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Road Map for the Perfect Donor Journey

The Path of Achievement

-  1. The NPO
-  2. Communication for Fundraising
-  3. Experimentation Space
-  4. The Ask
-  5. Wait and Cultivate
-  6. The Icing on the Cake
-  7. Sense of Urgency: Donate Now





The NPO

The cause of the NPO
must be very well defined





The NPO

Show where you start from
and where you are going.
The big problem your
unique way to solve it.





The NPO

confidence
—
competence
—
security





Communication for Fundraising

Is the institutional communication is working for or against the fundraising?





Communication
for Fundraising

confidence
—
competence
—
engagement





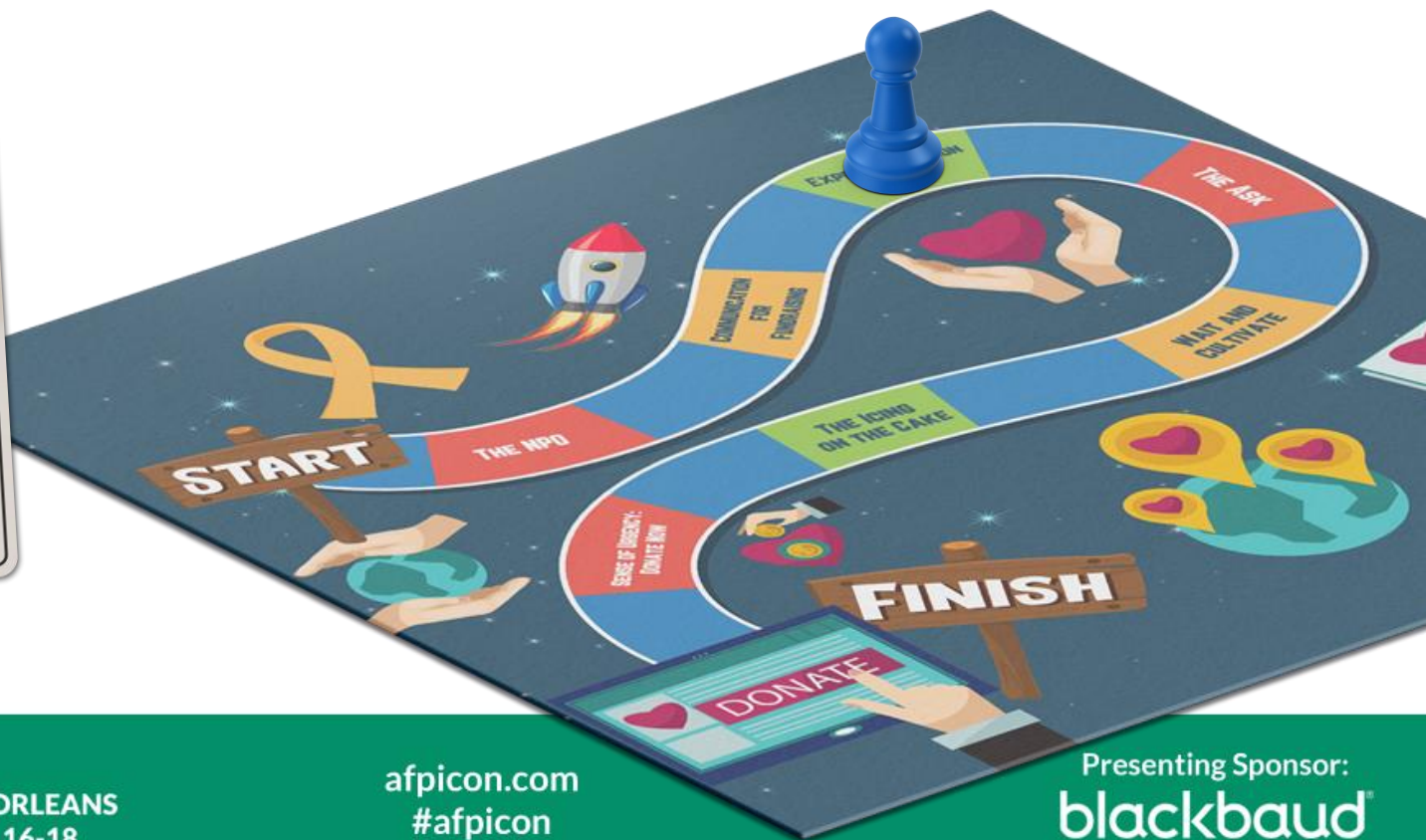
Experimentation space





Experimentation
space

experimentation
—
belonging
—
engagement





Let's work together for 5 minutes

In pairs think about 3
experimentation Spaces ideas



The Ask





Shared
values and
Dreams



The big
problem



The NPO
solution



I'm the
hero



Deal





The Ask

emotional,
—
excited
—
objective





Waiting and Cultivation

It is unlikely that the donation happens on the 1st ask.

It takes time for reflection to decide.

Keep talking
And mainly listening
the donor.





Wait and Cultivate

emotion,
—
connection,
—
engagement





The Icing of the Cake

Present counterpart not presented before:

- Ambassadors program
- Networking meeting
- Notoriety Stamp
 - some physical or digital
- Recognition to show to others.
- It helps to decide.





Wait and Cultivate

emotion,
—
connection,
—
engagement





Sense of Urgency: Donate Now

Talk about the present tense
we need you in today.
Alert for resources
to solve the problem





Sense of Urgency
Donate Now

importance,
—
engagement,
—
gratitude



BIG DONATION

2ND GIFT
LUCK



Cultivate the
relationship

LOOSE THE NEXT GIFT
SETBACK



Just say thank you,
ignore the donor
and keep doing the
nice work



4 secrets about the donor



4 secrets about the donor

1. My money does what I cannot do - feeling of accomplishment



4 secrets about the donor

2. Because I'm important now – time is short



4 secrets about the donor

3. Here I do more than in any other organization
 - the \$ I invest returns more



4 secrets about the donor

4. I have a friend that listen to me. People donate to people
- this doubles in the future

DANKKE

THANK YOU

Danke

GRAZIE

THANK YOU
Thank You
THANKS
GRAZIE
MERCY
GRACIAS

THANK YOU

DANKKE

THANK YOU

MERCY

DANKKE!

MERCY!

THANK YOU!



DANKKE SCHÖN

DANKKE



Grazie

MERCY

THANKS

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