

*Fundraisers Channeling
Fred Rogers.©*



Won't You Be My Neighbor?



What do you feel when you hear?

Invited?

Welcome?

Warm?

Cared About?

Fundraisers Channeling Fred Rogers?

1. Curiosity
2. Listening
3. Learning
4. Loving
5. Resilience

Curiosity About



What do we want to know?

We want to *identify* missions,

programs, and projects and

identify donors who

share our passion

for these missions, programs and projects.

Inside the Mind of a CURIOUS CHAMELEON

Finding the Elusive High Performing Major Gift Officer in Today's Competitive Job Market

The thirst to learn more about people, places, and things

INTELLECTUAL AND SOCIAL CURIOSITY

- Accesses a deep and wide repository of knowledge to inform donor discussions
- Identifies the link between seemingly disparate ideas
- Probes prospects by asking thoughtful, insight-generating questions about their goals and interests

The confidence and skill to artfully ask prospective donors to make a financial contribution

STRATEGIC SOLICITATION

- Exhibits transparency with prospects about the purpose of cultivation visits
- Believes that the fastest way to qualify a prospect is to solicit him or her for a gift
- Doesn't take solicitation rejection personally

78%

HIGHER ODDS of exceeding fundraising goals than their peers¹

How to Hire CURIOUS CHAMELEONS

- 1 Expand the recruitment pipeline to include nontraditional candidates from fields like sales, marketing, and finance
- 2 Implement a multimodal interview process, including exercises like prospect profile reviews, writing activities, and donor role plays
- 3 Deploy online assessment tools to determine alignment between your ideal MGO profile and the profiles of job candidates

BEHAVIORAL AND LINGUISTIC FLEXIBILITY

The skill to change speaking style and behavior depending on the audience

- Changes tone, inflection, and vocabulary based on the background and experiences of a prospect
- Reads nonverbal cues, including body language, and adapts approach accordingly
- Utilizes prior experience working with diverse audiences in order to take calculated risks

INFORMATION DISTILLATION

The ability to recognize, curate, and communicate relevant information

- Possesses a fluency with data and analytics to enhance prospect prioritization
- Quickly zeroes in on relevant details related to donor motivations and interests
- Explains complicated issues in a comprehensible fashion

¹ Based on data collected from 1,217 major gift officers at 89 higher education institutions across North America and the United Kingdom.



Advancement Forum

How does your staff compare?
eab.com/af/curiouschameleon



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Curious Chameleons Possess

- ✓ Behavioral and linguistic flexibility
- ✓ Intellectual and social curiosity
- ✓ Skill to distill information
- ✓ Ability to approach the solicitation process in a strategic manner

Curious Chameleons



3.8% of EAB survey population
**78% higher odds of
exceeding goal**

Getting to know Your Neighbor

Pair up and ask just one question

What might you like someone to know about you that you think

might not

be obvious when someone meets you?

What Fred Said . . .



*It's no secret that I like to get to
and not just the outside stuff of their
lives.*

*I like to try to understand the meaning of who people are and
what they are saying to me.*

The World According to Mr. Rogers: Important Things to Remember, Family Communications Inc., 2003, p. 135.

Listening



Put another way

Informing

Who

About What?

Ourselves about donors

What motivates them to give?

Why our organization?

Why now?



Informing



“The only thing people see
In me is money.
Wherever I go,
I am the rich person . . .”

Be Interested



Why?

“She is not your donor

You are one of her charities!”

Tom Ahern
VFRI

It's You I Like

*It's you I like,
It's not the things you wear,
It's not the way you do your hair--
But it's you I like.

The way you are right now,
The way down deep inside you--
Not the things that hide you,
Not your toys--
They're just beside you.*

It's You I Like

But it's you I like--
Every part of you,
Your skin, your eyes, your feelings
Whether old or new.
I hope that you'll remember
Even when you're feeling blue
That it's you I like,
It's you yourself,
It's you, it's you I like.

It's You I Like
By Fred M. Rogers
© 1970

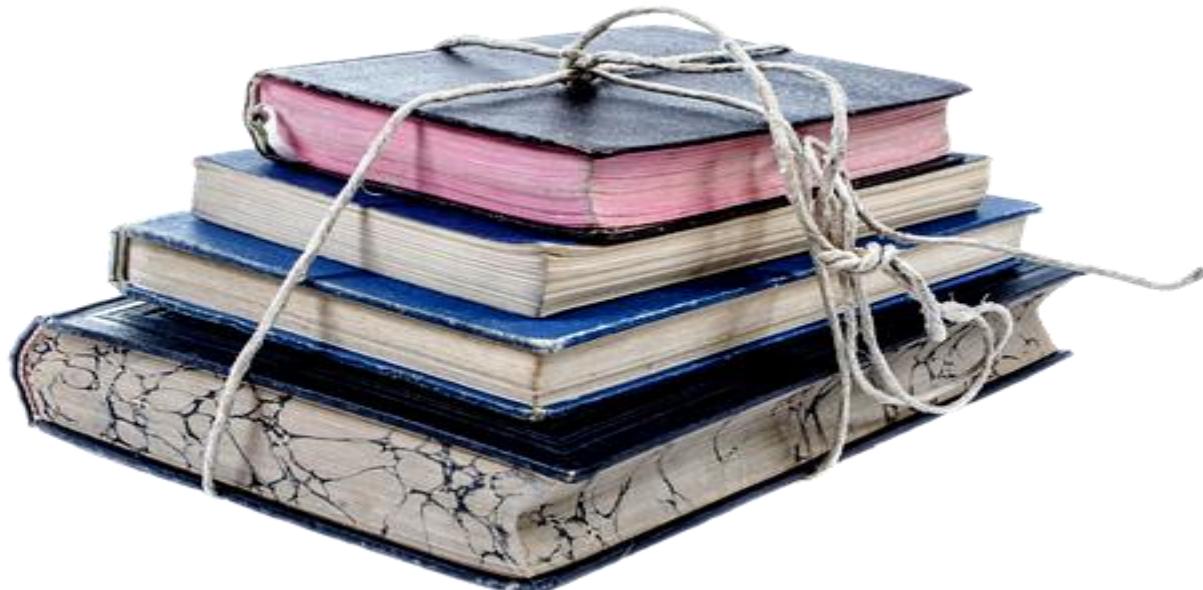
What Fred Said . . .

Listening is where love begins: listening to ourselves and then to our neighbors.



The World According to Mr. Rogers: Important Things to Remember, Family Communications Inc., 2003, p. 93.

Learning



It's Your Opportunity!

To inform the donor

What?

When

Why?

How?

How?

1. Write down one to three objectives for each donor.

- Help Betty become aware of three ways in which aquatic therapy differs from land-based exercise.
- Enable Betty to experience the joy felt by aquatic therapy participant.

2. Identify resource materials and persons to that can help you meet those objectives.

Exercise

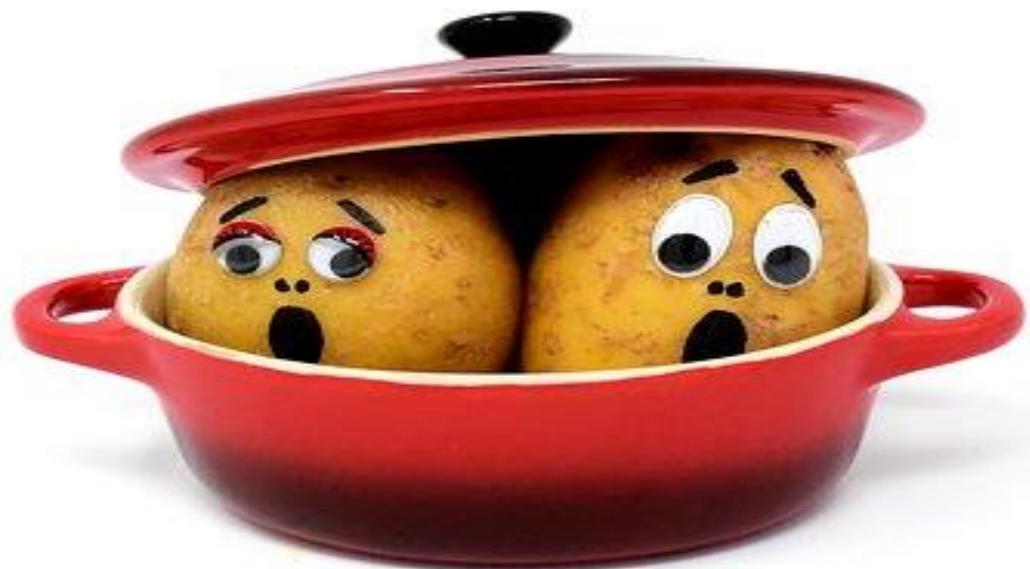


What Fred Said

“I hope you are proud of yourself for the times you’ve said ‘yes,’
when all it meant was extra work for you and was seemingly
helpful only to somebody else.”

*The World According to Mr. Rogers:
Important Things to Remember,
Family Communications, p 113.*

Facing Fear . . . of Asking



Reframe “the ask”



Put another way

Maybe we fundraisers should stop saying:

"Ask for gift..." And instead

talk about

"inviting someone to give."

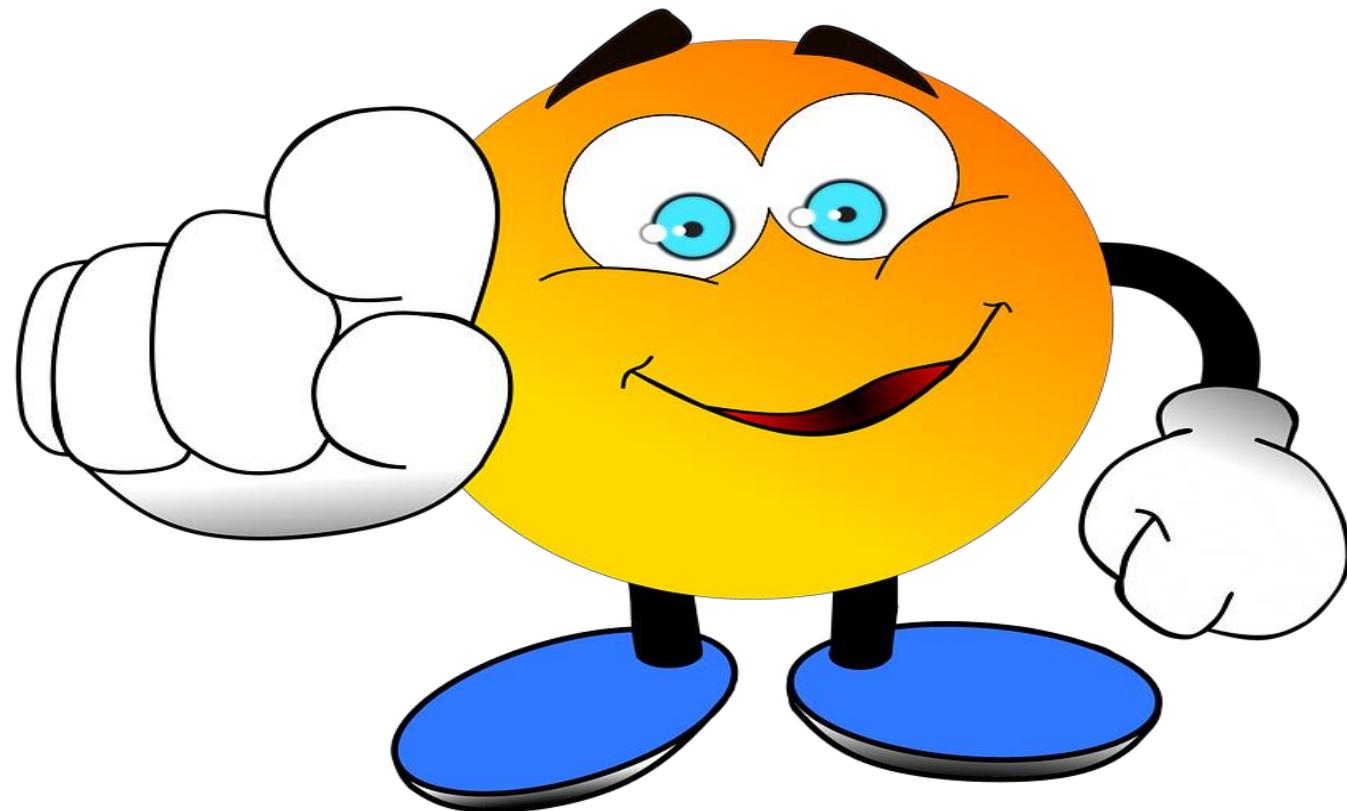
Simone Joyaux

Twitter, October 2018

You are . . .

1. Asking on behalf of the nonprofit, not yourself.
2. Inviting donor to invest in changing and saving lives.
3. Providing the potential for bringing great joy to that donor.

Quickly Invite Someone to Give



Need More Information?

asking styles
revolutionize your fundraising



brian saber

What Fred Said

“Imagining something may be the first step in making it happen, but it takes the real time and real efforts of real people to learn things, turn thoughts into deeds or turn visions into inventions.”

T

*The World According to Mr. Rogers:
Important Things to Remember, Family Communications
p. 99*

Love



What?

“You might not realize it ... but you actually DO have something to give back to the donor that's of great, probably inestimable, - value for many of them ...
Give them ...

Your love.

Your respect.

Your admiration.”

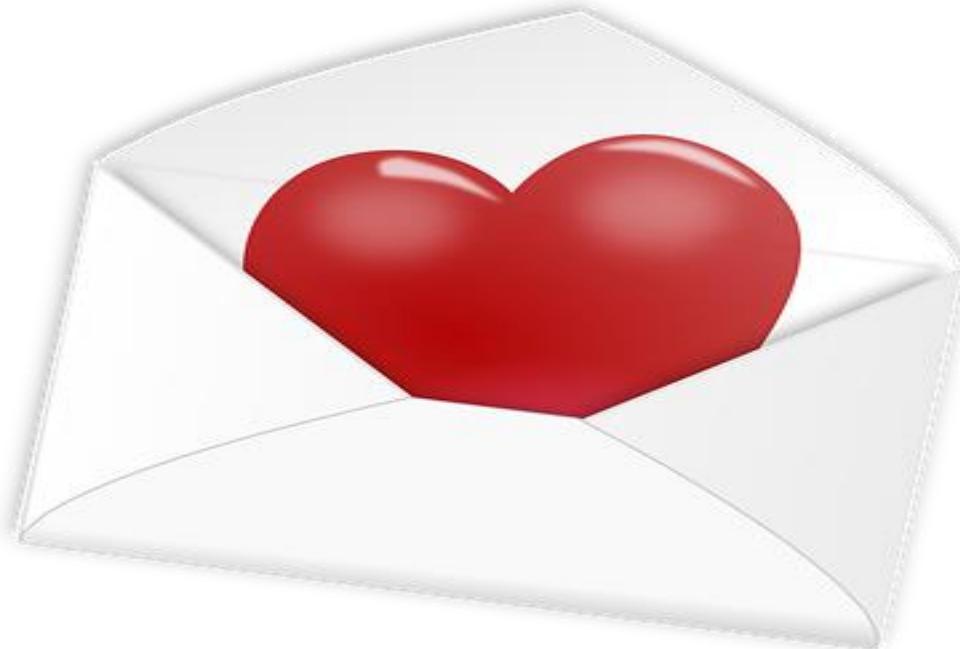
Tom Ahern

What Fred Said

“Love is like infinity: You can’t have more or less infinity, and you can’t compare two things to see if they are ‘equally infinite.’
Infinity just is, and that’s the way I think love is too.”

*The World According to Mr. Rogers:
Important Things to Remember,
Family Communications Inc., 2003, p. 91.*

Writing an (Impact) Love Letter



No Easy Button



Fred Said . . .

“For any of us mutually caring relationships will also include some measure of unkindness and impatience, intolerance, pessimism, envy, self-doubt and disappointment.”

World According to Mr. Rogers
p. 78.



“Life is a series of natural and spontaneous changes. Don't resist them; that only creates sorrow. Let reality be reality. Let things flow naturally forward in whatever way they like.”

Lao Tzu

Quit?

Quitters Never Win: Who Says?

Lost Opportunity Cost

Sunk Cost

Learn how to be

Resilient!

How Resilience Works, Dianne Couture
Harvard Business Review
May 2002

Have FUN!



What Fred Said: You Are Special

You are my friend

You're special to me.

There's only one in this wonderful world

You are special.

You Are Special

Fred Rogers

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