



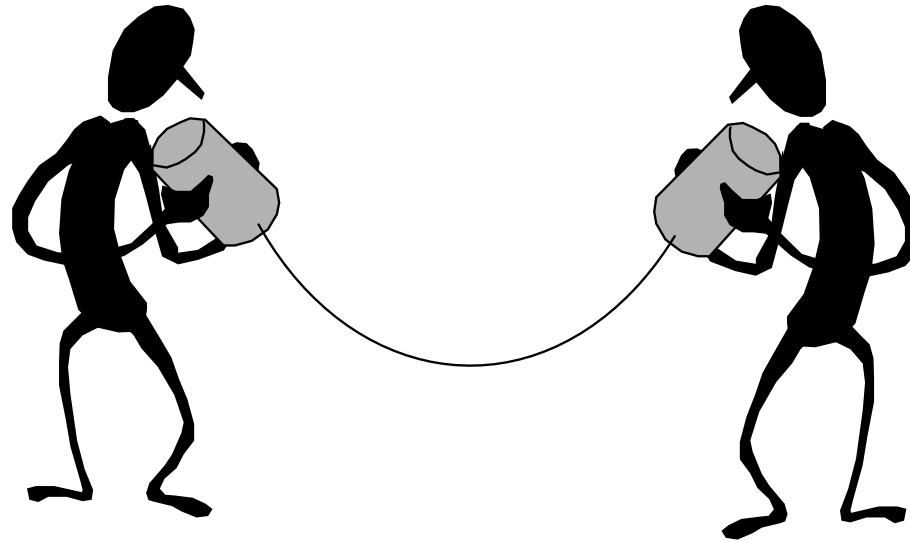
*Empowering those who  
empower others*

**Philanthropy Forum 2016**  
*Understanding the Philanthropic Decision*

# Philanthropic Decision Cycle



# Empowerment Dialogue



# 10 Principles of Empowerment Dialogue

1. EVERY DONOR OR PROSPECT COUNTS
2. FUNDRAISING AT ITS BEST IS A DIALOGUE
3. PROSPECTIVE DONORS MUST BE EMPOWERED, NOT CONVINCED
4. ALL DIALOGUES SHOULD BE STRUCTURED TO DISCOVER WHAT THE PROSPECT FEELS ABOUT THE MISSION AND THE CASE
5. EMOTIONS AND FEELINGS ARE THE SOURCE OF ALL GIFTS
6. ALL DIALOGUE SHOULD BE GUIDED BY QUESTIONS AND ACTIVE LISTENING
7. FUNDRAISING IS A SERIES OF ENGAGEMENT POINTS
8. EVERY ENGAGEMENT SHOULD HAVE A DIALOGUE LOOP
9. USE SPECIALLY-CRAFTED DIALOGUES TO MOVE THROUGH THE PHILANTHROPY CYCLE
10. DONORS MUST ALWAYS FEEL LISTENED TO, VALUED, RESPECTED AND EMPOWERED.

# Mission Dialogue – Description and Practice

**Goal:** To have Prospect state XYZ’s mission in his/her own words

**Methodology:** Explore relationships and feelings

## **Dialogue Questions: (Use one)**

“What does XYZ mean to you?”

“Why do you support XYZ? Or why should anyone support XYZ?”

“Why is XYZ important in your community?”

“What do you know about XYZ?”

“What should the mission of XYZ be in your mind?”

“What causes do you support / care about?”

## **Dialogue Deepening Questions: (Use one)**

“How do you feel about that?”

“How do your family and friends feel about XYZ?”

“Tell me more.”

## **Dialogue Transition:**

Feed-back prospects own words:

“That’s great Mrs. ABC, that you feel ...”

“I agree, Mrs. ABC, that XYZ is ...”

Move on to next dialogue

# Scenario #1

## Fundraiser:

- You are a new planned giving officer for a small, private university
- Your executive director suggests you get to know the prospect as cultivation for a planned gift.

## Prospect:

- Mr. or Ms. White
- Long-time, generous donor and an alumnus/alumna
- Has always been a little critical of your organization
- A little grumpy and hard of hearing

# Scenario #2

## Fundraiser:

- You are an executive director of a small social service charity in Peterborough
- You have a new Board member who has been recruited by the chair. She claimed that she/he really cares about the cause but you don't know why?

## Prospect:

- Graham Montrose
- You have all sorts of energy for this new Board position
- You tend to be very talkative

# Scenario #3

## Fundraiser:

- You are a new employee in a hospital foundation.
- By chance you meet a distinguished looking man/woman entering the foundation office when you are the only one there.
- You explain that you are new and would like to get to know the people who support the foundation.

## Prospect:

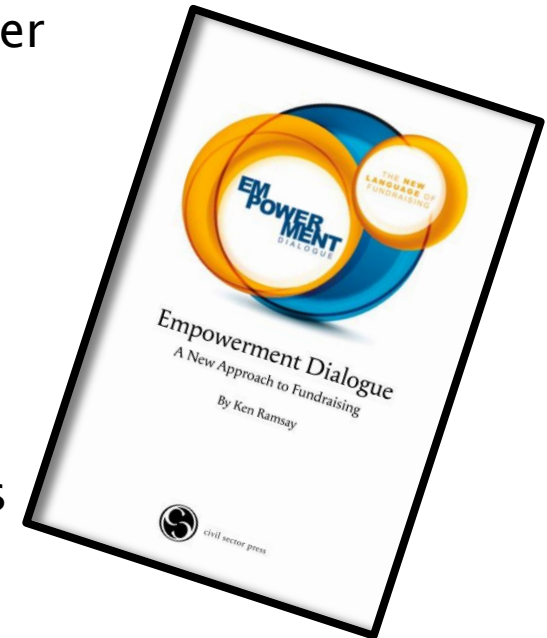
- You introduce yourself as Mr./Ms. Johnson
- You wonder what this new employee is doing and cautiously move into conversation.



# Empowerment Dialogue – a New Approach to Fundraising – Book Review, Sept 21, 2016

“Whether you're an advancement professional with millions raised, an anxious board member who's never made an ask or a hesitant volunteer who's being pushed from special events toward face-to-face-major-gift fundraising, this book is worth reading.”

“If you invest the time and effort required to learn this new language, your confidence and results will improve because your focus will have shifted from your own fears to the feelings of your donor. It takes a level of openness, humility, compassion and inspiration to perfect this technique. Those of you who are on that ever-evolving life journey will see the value of your practice, particularly as this new language of fundraising becomes instinctive. I believe that objective is well worth pursuing!”



*Cynthia J. Armour, CFRE*

# Empowerment Dialogue – a New Approach to Fundraising

- The New Language of Fundraising
- Book available at table after lunch
- Contact:
  - [www.empowermentdialogue.com](http://www.empowermentdialogue.com)
  - [kramsay@empowermentdialogue.com](mailto:kramsay@empowermentdialogue.com)
  - 647-299-1071

