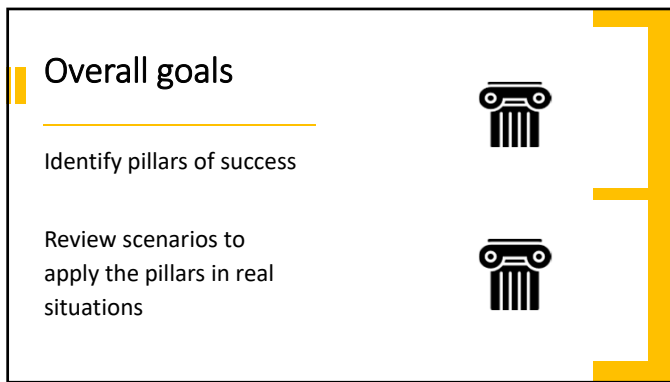


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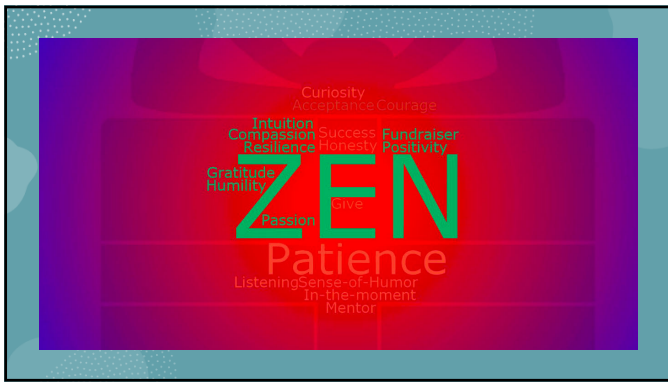
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Part 1: Identify the Pillars

What traits make you
a successful fundraiser?

*****GROUP DISCUSSION*****

4



5

Focus on 6 Pillars



6

#1 Being in the Moment

*The most precious gift
we can offer anyone
is our attention.*

..Thich Nhat Hanh



7

To find your Zen...

- Quiet the **Monkey Mind**
- Focus on the present
 - -Reliving is the past
 - -Worry is the future
 - -Be in the now



8

Being in the Moment

Three Deep Breaths



9

#2 Listening

*The word "listen"
contains the same letters
as the word "silent."*

--Alfred Brendel



10

Listening

Limit multi-tasking



11

Listening



...IS ACTIVE




...IS A SIGN OF RESPECT

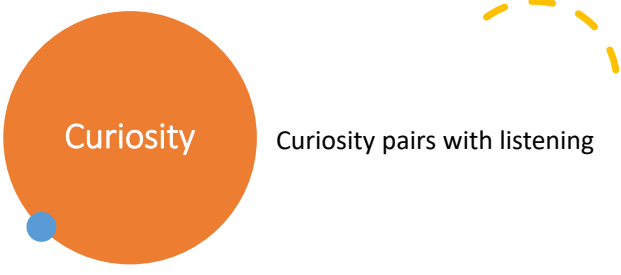
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#3 Curiosity

Ask "Why"?



13



Curiosity

Curiosity pairs with listening

14

Most Meaningful Gift

Group Activity

Share your Most Meaningful Gift with a neighbor

15

Curiosity


What went right... or wrong?


Curiosity opens doors to gifts

16

#4 Patience

Patience = caring





17

The path to a gift is rarely a straight line

SUCCESS

WHAT PEOPLE THINK IT LOOKS LIKE

SUCCESS

WHAT IT REALLY LOOKS LIKE

18

Patience

Zen exists in un-Zen environments.

- Be patient with yourself
- Be patient with your donors
- Be patient with your colleagues

19


Alex's Golden Rule of Fundraising

Patience, Patience, Patience

20

#5 Passion

We exchange, nurture and trade passion with our donors.



21

Passion

Donors display passion in various ways

- Making gifts
- Sharing stories
- Volunteering
- Board service
- Attending events



22

#6 Positivity

What's going right for you now?



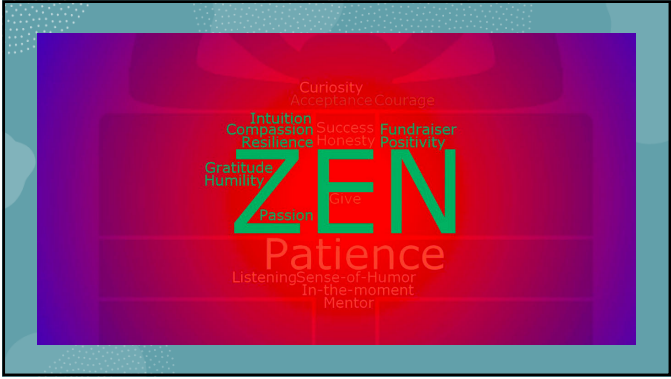
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Positivity

If you were a donor, wouldn't you want to meet with a positive fundraiser?



24



25

Part 2: Applying the Pillars

The pillars help us navigate a variety of situations.

Determine how the pillars can assist you.

26

Scenario #1: Nancy

Question: Will a donor's "good news" be viewed as good?

Facts:

- Nancy has been an annual donor for 5 years.
- You are meeting to discuss the use of her gifts/the campaign.
- You bring a proposal for a solicitation.
- After some small talk, you take a deep breath (or three).
- Nancy smiles and says, "I have good news. I visited with my attorney and put your organization in my will!"
- Reflection & discussion**

27

Scenario #2: John, part 1

Question: When is the right time to ask a donor to upgrade a gift?

Facts:

- John made a \$100 gift 10 years ago, repeated this gift for a few years, then made a gift of \$250 for a few years, missing just 1 year. Note: Add zeroes if you wish!
- You would like to ask John to consider a gift of \$1,500 payable over 5 years.
- Before you are able to call John, you receive a letter with a check for \$100.
- **Reflection & discussion**

28

Scenario #2: John, part 2

Question: What should you do if your donor declines to sign a pledge agreement?

Facts:

- A few months have passed since you received John's \$100 check.
- John agrees to meet with you to discuss the use of his gifts.
- During your meeting, after you thank John and review the use of his gifts, you ask him to consider a pledge of \$1,500 over 5 years.
- John is quiet, then says he is flattered, and he agrees to make gifts totaling \$1,500, but he declines to sign a pledge agreement.
- **Reflection & discussion**

29

Scenario #3: Peter

Question: What do you do when donors change their minds about the use of their endowed funds?

Facts:

- Peter signed an endowment agreement a few years ago.
- During a stewardship visit with Peter, he expressed a wish to change the use of the funds from the endowment.
- The staff at your organization is happy with the status quo.
- Peter mentions that he has included a substantial gift in his will slated for the endowment fund, for the new use.
- **Reflection & discussion**

30

Donors' motivations

- Fulfillment of a childhood promise
- Helping someone to overcome hardship
- Making life better for a stranger
- Fulfilling a moral or religious obligation
- Getting other tangible/intangible benefits



31

31

One final thought...

*My actions are
my only true belongings.*

--Thich Nhat Hahn

32

Thank you!

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33

8 Pillars of Success

- #1 Being in the Moment
 - #2 Listening
 - #3 Compassion
 - #4 Curiosity
 - #5 Humility
 - #6 Patience
- #7 A Sense of Humor
- #8 Being a Mentor



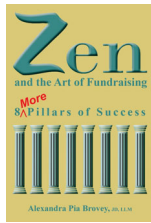
CharityChannel Press, 2018
<https://amzn.to/2MY9Xn>

34

34

8 MORE Pillars of Success

- #9 Passion
- #10 Honesty
- #11 Courage
- #12 Resilience
- #13 Gratitude
- #14 Acceptance
- #15 Positivity
- #16 Intuition



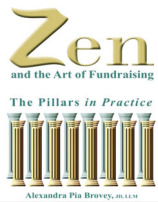
CharityChannel Press, 2018
<https://amzn.to/257WKGc>

35

35

The Pillars *in Practice*

Applies the pillars to real fundraising situations.



CharityChannel Press, 2019
<https://amzn.to/30qgh0W>

36

36
