

RAISING CLARITY

To Cultivate Abundance in Noble Causes,
People & Organizations

ANY PLACE WE LOVE CAN BE SAVED*:
FUNDRAISING AS BUILDING PRESERVATION FRIENDSHIPS
Preservation Alliance of West Virginia 2016 Conference
Thursday, September 22, 2016

DESCRIPTION

Preservation of place offers benefits and challenges to fundraisers:

- challenge: fundraising year in and year out for the same place can get old—to both fundraisers and donors;
- benefits: a physical *place* helps build “preservation friendships” by giving donors and future donors a place we fundraisers can teach them too to call “home.” The year-in, year-out challenge of fundraising is changed as we build these kinds of friendships because friends care about small changes in each other's lives--we don't require enormous, extreme developments in our preservation place to keep our development work in the fundraising sense interesting, engaging and financially sustaining.

AGENDA

10:00 Introductions

10:15 We build up to fundraising by communicating our love for the place we seek to preserve. Too often, we are too quiet when it comes to expressing how we *feel* in fundraising. Yet what convinces us is what make us convincing to others.

10:30 Sharing feelings, easy first: in pairs.

10:45 Sharing feelings, harder next: in small groupings.

11:00 Sharing feelings, hardest: speak your feelings about your place *to the whole group*.

11:15 Break!

11:30 How hard was that? Next: Asking for support. This takes us to the hardest part of fundraising for most people: asking for support. This skill is so basic we forget we already have it. Discussion.

11:45 Well-begun is half-done: how to prepare for an ask, and how it increases your ease with asking.

12:00 How to follow up *after* an “ask.”

12:15 Try it! Your first ask in this workshop.

12:30 Debrief. Supportive tips for improving confidence and success.

12:45 Lunch: pick it up at Beverly Heritage Center

1:45 Try it again!: your second ask.

2:00 What felt easier? What's your "edge," to improve? Supportive feedback.

2:15 Break!

3:00 Short overview of how to use the different “vehicles” that exist for raising money—crowdfunding; memberships; events; larger donor cultivation and solicitation. Each is a way of communicating feelings + asking for support. Each vehicle has its best uses.

3:30 Your experiences with and questions about the different vehicles.

3:45 Put it all together: sketch an annual fundraising plan using the different vehicles that are best for you.
INCLUDE THE THREE RS OF LONG-LASTING FUND DEVELOPMENT: RELATIONSHIP, RECORDS, RECOGNITION.

4:30 Evaluations and sign-ups for more information if desired from RAISING CLARITY.

*This workshop's title was inspired by Alice Walker's *Anything We Love Can Be Saved: A Writer's Activism*.

———— BETH G. RAPS, Ph.D. ————
PO Box 117, Berkeley Springs, WV 25411-0117
(304) 258-2533 • bethraps@earthlink.net
www.raisingclarity.com

RAISING CLARITY

Worksheet 1: Placing Your Feelings

What *are* your feelings about your "place"?

Negative feelings are fine to get out here on this page.

We'll zero in on positive ones, no worries.

Just make notes, jot out all your feelings.

Your Place Paragraph

Write a paragraph about your place using your feelings about your place.

Emphasize whatever is important about it to *you*.

Your paragraph has permission to be trivial, morbid, deep, silly, quirky, anything.

RAISING CLARITY

Worksheet 2: Asking is What Everyone Does

When have you asked for support?

What happened when you did?

This page is private unless you share it. Explore your feelings and history around asking for support.

Your Asking Checklist

Beforehand, to prepare:

- 1.
- 2.
- 3.

Afterward, to follow up:

- 1.
- 2.
- 3.

RAISING CLARITY

Worksheet 3: The Right Vehicle

For each "ask", first ask yourself:

1. How much do I want to ask for?
 2. Where can I reach them best?
 3. What will make my ask most comfortable for them?
- = The best vehicle to use to ask in this instance is _____.

Try it:

1. How much do I want to ask for?
2. Where can I reach them best?
3. What will make my ask most comfortable for them?

= The best vehicle to use to ask in this instance is _____.

Steps in my ask campaign:

- 1.
- 2.
- 3.

RAISING CLARITY

Worksheet 4: My Plan

<u>Month</u>	<u>Vehicle</u>	<u>Notes and Ideas on Using it</u>	<u>Goal</u>
--------------	----------------	------------------------------------	-------------

Remember to include: RELATIONSHIP, RECORDS, RECOGNITION.