

Secret number two

‘know your stuff, know yourselves, know your funders’

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Focus group: attributes of successful fundraisers:

Prepared to re-invent

Sensitive

Intuitive

Entrepreneurs

Prepared to work

Seek out what the donor wants

Honest

Brave

Know their own or organisation's deficiencies

Able to stand in 'beneficiaries' shoes

Integrity

Interested in showing the difference their organisation is making

Challenging

Determined to make things happen and cause change

Able to tell it to the right person in the way that person wants to hear it

They ask and they ask again

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The top three indicators of success:

Really know their own organisation and their market

Really get to know their target funders

Professional and financially focused

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Successful fundraisers apply some professional flirting techniques



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Flirting...

- ***"It's degrading."***



- ***"It's about playing games"***



- ***"If they don't like me as I am that's their problem...."***



it can be a simple and useful tool!

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Flirting:

- behaving in an enticing manner -

**We certainly want funders to
notice us**

Professionally:

**- having or showing the skills
of a professional -**

**We want to engage on a
business to business level.**

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First impressions.....

You have 10 seconds.....



Getting in step.....

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Really know their own organisation and their market place

Successful fundraisers engage with their entire organisation.

They know the business plan is crucial – and they use it!.

They are able to show funders:

- where their organisation is going
- why they are going there
- how long it will take to get there
- that they have considered the obstacles that may deter them
- the resources they need to achieve their plans

AND

- the impact the money asked for is going to make.

They know their competition and are able to differentiate their proposition.

They keep up with government policy and current affairs.

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Really get to know their target funders

Successful fundraisers know the value of research.

They get in step with potential funders to:

- Understand their motives and needs
- Use the funders language

They remember it's all about the funder

- How does our work fit into their world?
- Can we demonstrate that we will help them achieve their goals?

They give their potential investors something real and viable to believe and invest in
– in the way that investor wants to see it.

They go for maximum impact.

They demonstrate outcomes that enable the funder to achieve goals.

BUT FIRST they identify what it is that the funder expects to see.

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Professional and financially focused

Successful fundraisers are professional.

They present their organisation on a business level, and are able to discuss cash flows, cost and income forecasts. They undertake risk analysis and present the challenges.

They then encourage funders to invest in that business.

They show funders the social and economic returns on their investment.

MOST IMPORTANTLY they place themselves in the funder's world to enable them understand what they want - so they can give them what they want.

They professionally flirt – to entice the funder and get buy from in their organisation.

They reveal their passion, drive and determination to effect change, **BUT** alongside a clear snapshot of the charity's business and future plans.

They really make the most of that 10 second first impression!

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Successful fundraisers connect

Synchronise with the funder

- *On paper.*
- *Face to face.*
- *On the telephone.*
- *At every opportunity.*



Mirroring – is of course the sincerest form of flattery ...

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'If your partner's taking you for granted, pull on a wig in a completely different style or colour and they will react afresh!'

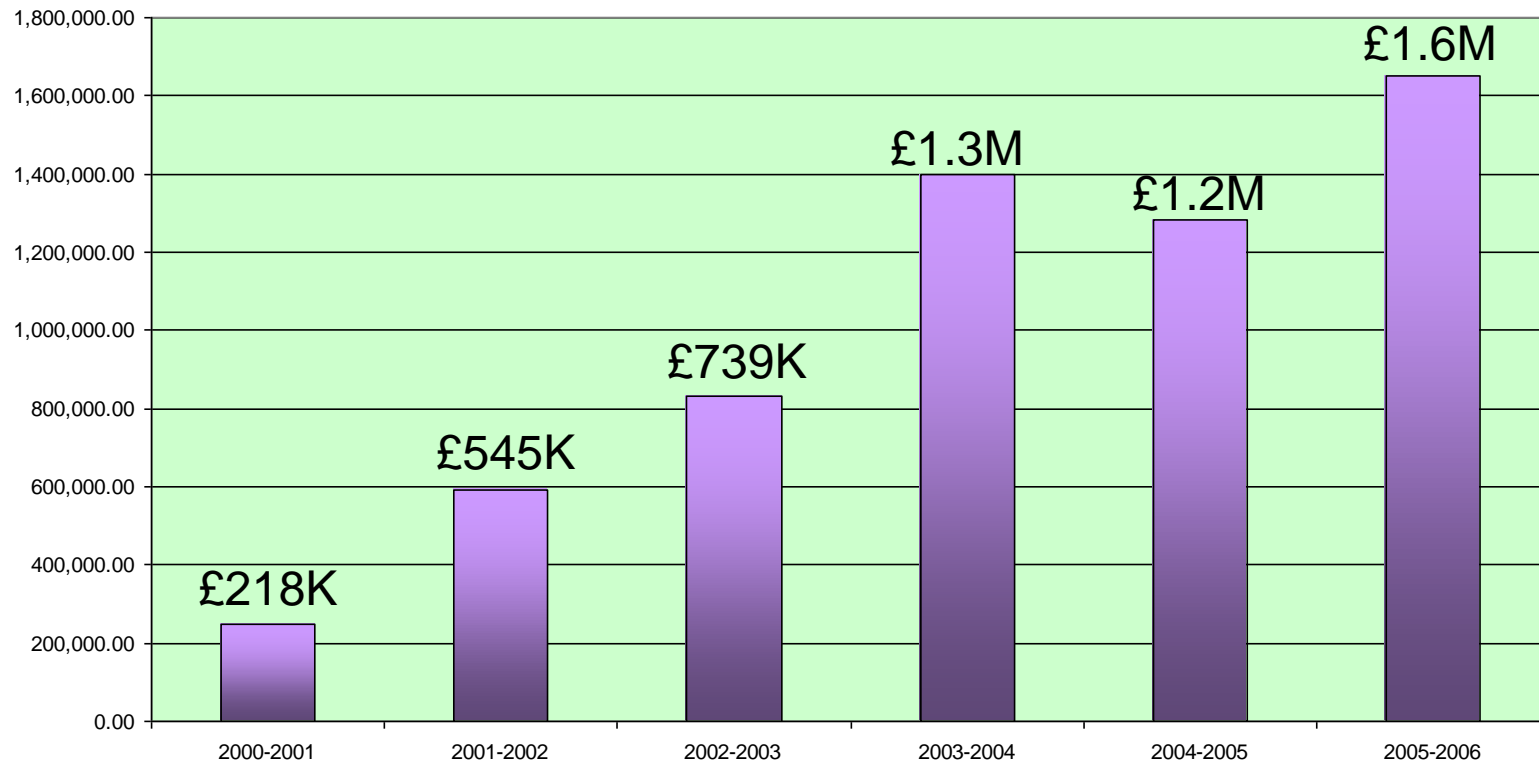
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Snapshot of fundraised income at a charity that applied these principles....



A lot of people stop flirting once they're in a relationship. Don't stop ...



Remember..... partners that play together stay together.

The National Convention is the only event designed to meet the needs of every fundraiser

Institute of Fundraising **National Convention**
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Legacy Fundraiser E-Media Fundraiser

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A Good All rounder Trusts Fundraiser

Major Gifts Negotiator Climate Champion

So Much More Than Training

This is your opportunity to build your networks, make your voice heard and really have an impact in the fundraising sector. This is the one big chance this year for you to meet your fellow fundraisers, pick their brains and share your knowledge and experience. The fundraising community will welcome you with open arms and give you the chance to make the contacts that will help progress your career.

6-8 July 2009

Hilton London Metropole, London UK

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