

MASTERING THE ART OF CONVERSATIONAL FUNDRAISING™

a fundraising workshop

presented by **M. Kent Stroman**, CFRE
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Portland, Oregon



Outline

ASKING ABOUT ASKING MASTERING THE ART OF CONVERSATIONAL FUNDRAISING™

Description:

In our best work as fundraisers, we do a lot more Asking about Asking – than just asking for the gift alone. Today’s workshop is based on the recently released book by the same title, and covers the discovery process in major gift solicitation, focusing on the fact that when we try to “guess” about a donor or gift, we are *almost always* wrong.

We begin with step one, exploring donor interest, and proceed through the entire cultivation, solicitation and appreciation process. The focus is on specific questions and strategies that the fundraiser can use to climb ‘The 10 Step Staircase.’

The purpose is to equip professional staff and volunteers to become more effective fundraisers by building their proficiency in asking the right questions at the right time and listening effectively to the donor.

Further we reveal how to enhance *donors’* enjoyment as they give generously to causes they care deeply about. Ultimately, the fundraiser is encouraged to follow donors’ wishes as they reveal their own desires about their gifts through the process of Conversational Fundraising.

- A. Introduction
- B. What Conversational Fundraising *is & isn’t*
- C. *Roadblocks* to Conversational Fundraising
- D. BIG Gifts ~ 2 Risks
- E. Climbing The 10 Step Staircase
- F. Questions and Answers
- G. Wrap-up

CONVERSATIONAL FUNDRAISING™



STROMAN
& associates
Counsel In Resource Development

What it is & isn't

A. Conversational Fundraising is _____

B. Conversational Fundraising is not _____

Tips:



1. Seek **permission** (rather than intrusion)
2. **Evaluate** regularly (via feedback from prospects and colleagues)
3. **Exit Strategy:** ACKNOWLEDGE, ACCEPT & REFER . . . THEN MOVE ON!

5 Roadblocks

to Conversational Fundraising

1. _____
2. _____
3. _____
4. _____
5. _____

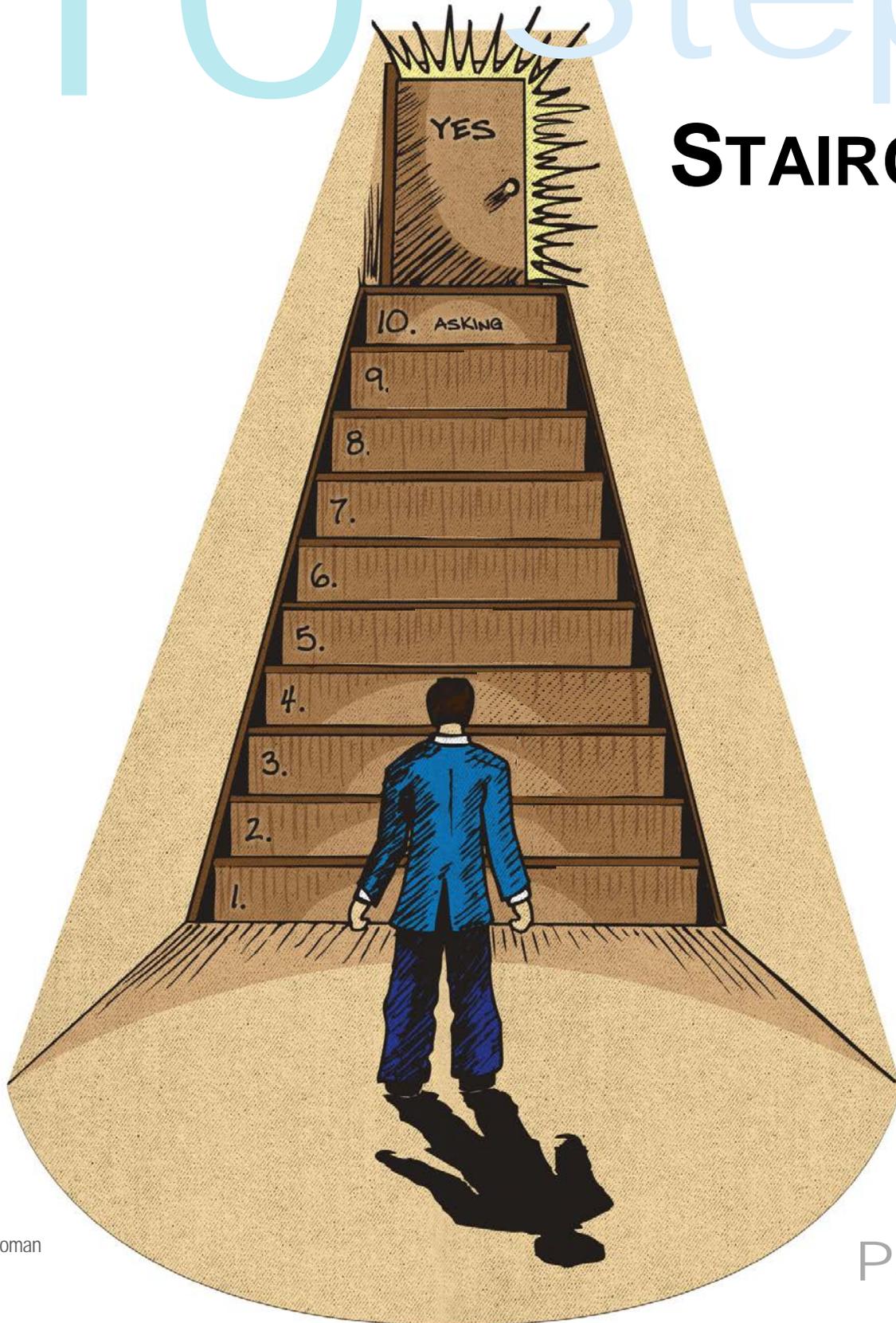
CLIMBING THE

10 Step

STAIRCASE



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DRAFT PROPOSAL



Proposal [Draft]

To: Katie and Jason Rutherford

From: Healthy Hearts Early
Childhood Education Center

Date: February 11, 20xx

Amount: \$1,500,000 (over 3 years)

Purpose: No Boundaries campaign

Naming: Betsy Armstrong Activity Room

Fine Print: The donation will be fulfilled by stock transfers during each of the next 3 years. Our facility naming policy requires the board to give final approval to this naming request.

Approvals:

Katie Rutherford date Jason Rutherford



BIG gifts

MY DESCRIPTION:

YOUR DEFINITION:

MORE ZEROES

How many?

Where will you put them?

What will you *actually* do with them?

2 Risks to Avoid!

1. The risk of _____.

2. The risk of _____.



Wrap-up

Which of the 10 Steps seem most uncomfortable for you?

- _____
- _____
- _____

What is your action plan to overcome your discomfort?

- _____
- _____
- _____

Choose one specific prospect: _____

Which step will you climb next in approach to this prospective donor?

Step # ____ ~ _____

When? ____/____/____ ____:____

Notes: _____



Tip: Get started before you are completely ready!



Speaker info.

Regarded as **AMERICA'S ASKING COACH**, Kent Stroman is a talented speaker, insightful advisor, effective communicator and published author. He has an appeal that transcends barriers of age, culture and occupation. Since 1976 he has been involved in teaching and organizational leadership, impacting numerous organizations with his passion for excellence.

Kent's purpose in life is to **Equip, Inspire and Encourage**. He accomplishes this through speaking, writing, teaching, consulting and executive coaching. Kent has been married to Marva for 36 years. Together they have three children; Aaron, Michelle and Monica, and six grandchildren. Kent enjoys water sports, travel, reading, cooking and singing in his church choir.

After a 25 year career in higher education, Kent launched **STROMAN & associates**, consulting in **fundraising, board governance, strategic planning, and leadership development**. In recent years Stroman has been personally involved in fundraising efforts generating tens of millions of dollars for charitable causes. He is a **Certified Fund Raising Executive (CFRE)**, BoardSource-trained **governance** consultant, Sarkeys Foundation-approved **retreat** facilitator, and serves as an **adjunct consultant** for the Oklahoma Center for Nonprofits. Kent has earned the Association of Fundraising Professionals' **Master Trainer** designation.

In 2012 Kent introduced the **Institute for Conversational Fundraising™** with the sole mission of *"Equipping leaders to dramatically transform their fundraising results."*

Kent has a vast portfolio of board experience including service as Chair of; the Regional Chamber of Commerce, Association of Fundraising Professionals (Eastern Oklahoma Chapter), Community Foundation, and the Regional United Way.

In 2003 Kent was named the Outstanding Fundraising Executive by the Eastern Oklahoma AFP. In 2005 he was honored by Big Brothers Big Sisters with their cherished Ray G.

Steiner Champions Award for "exemplifying the character qualities of leadership by example, integrity, generosity, and commitment to excellence; and for outstanding contributions to furthering the mission of Big Brothers Big Sisters." In 2010 Stroman was awarded the prestigious Cornerstone Award for his "expertise, tireless dedication and hard work to transform South Haven, one of West Tulsa's most neglected and impoverished communities."



Kent is a frequent speaker and presenter to regional, national and international audiences.

The second edition of Kent's book, Asking about Asking: Mastering the Art of Conversational Fundraising, was released by CharityChannel Press in January 2014.