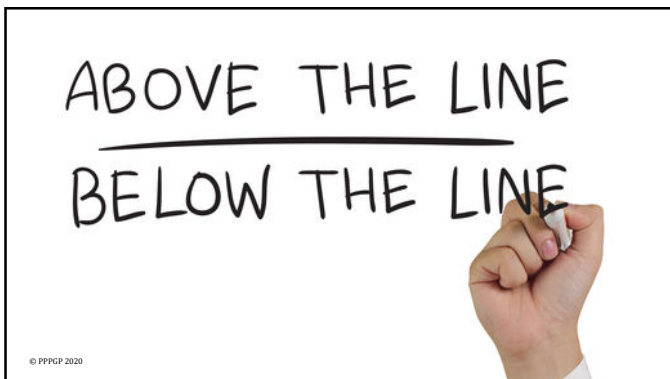




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Start With Why

<https://www.youtube.com/watch?v=IPYeCitXpxw>

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Start With Why

Our Why is the problem (s) we fix.....

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EXERCISE

What's your Why?

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Collect Donor
Whys



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**WHEN THE
WHY IS CLEAR,

THE
HOW IS EASY.**

@BEING JEAN © PPPGP 2020

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Impactful Message Recipe

- What's the problem? (Why do we need the money?)
- How do we fix it?
- What happens when we don't fix it?
- What happens when we do fix it?

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All Messaging Should:

Say it with as few words as possible

Tell them what's in it for them

Give them a low risk, simple, call to action

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Benefits-What's in it for the donor?

- Make a bigger gift (have a bigger impact) then they ever thought possible
- Gives them options
- Might be a more tax efficient way to make their gifts
- Allows them to accomplish their retirement goals and provide for their families while also creating a meaningful legacy

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80-90% of donor's wealth is not in their wallets



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www.thefrontlinefundraiser.com

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WHY **WHAT**

HOW **WILL YOU?**

The Four Decisions


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The Shephard Group
FRONTLINE FUNDRAISER
TRAINING • COACHING • CONSULTING

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Russell James
Words that work

www.encouragegenerosity.com




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Donald Miller- 3 key points

1. Make your donor the hero
2. Be the guide
3. The brain does not like to work too hard



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My Message

I help donors who want to do more to improve the level of care we provide to the people in your community. I help them do that without affecting their cash flow, retirement plans or family obligations.


Charitable giving does not have to be just about writing a check. For example, in 2014 you made a very generous donation with appreciated stock. A tax smart way to give. That's the type of giving I help donors with. You benefit and Geisinger benefits.

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Who?

- No Children
- Loyal
- Involved
- Boomers
- Current PG Donors
- Professional Advisors

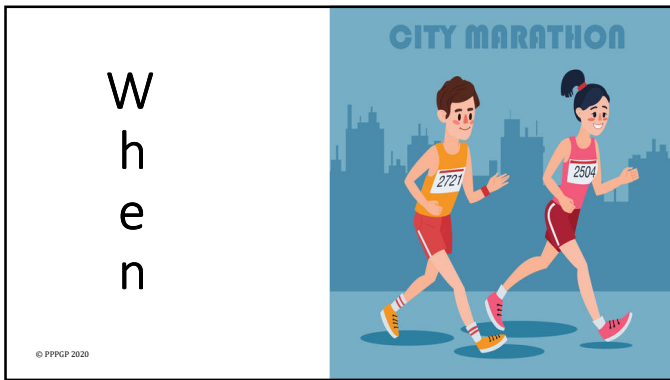


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- What areas interest you?
- Are we one of your top 3 BFF's?
- What one thing can we improve?
- How would you like us to communicate with you?
- Would you consider doing more if we gave you a compelling reason?



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Keep em' coming back



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Ethical Considerations

Is it ethical to promote Charitable Gift Annuities as a "better" investment than a Certificate of Deposit (CD) from a bank?

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Ethical Considerations

A charity uses a 3rd party fundraising calling company and promotes the notion that 100% of donations goes to the mission. The calling company is taking a percentage of the money they raise.

Ethical or Not Ethical?

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Key Takeaways

- Go have how conversations
- Why, Why, Why
- Most of your donor's wealth is in their assets.
- Give you donors options
- Show them how easy and low risk it can be
- Celebrate their gifts while they are alive
- Their first planned gift commitment does not have to be their last

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