

More

#IDPE18

Making the ask – how to ensure donors are at the heart of your story

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The Royal Latin School

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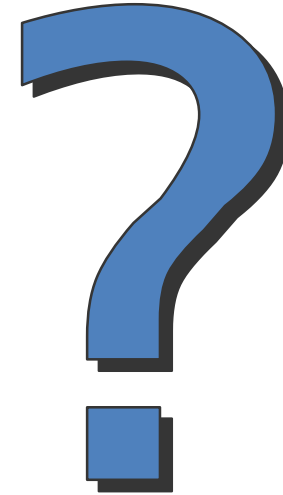
Director of Development
Eton College

Are donors at the heart of your story?

- ▶ Rachael Henshilwood: Director of Development, Eton College
- ▶ Mark Coote: Director of Development, Christ Church - Oxford
- ▶ Jo Ballantine: Director of Development, The Royal Latin School

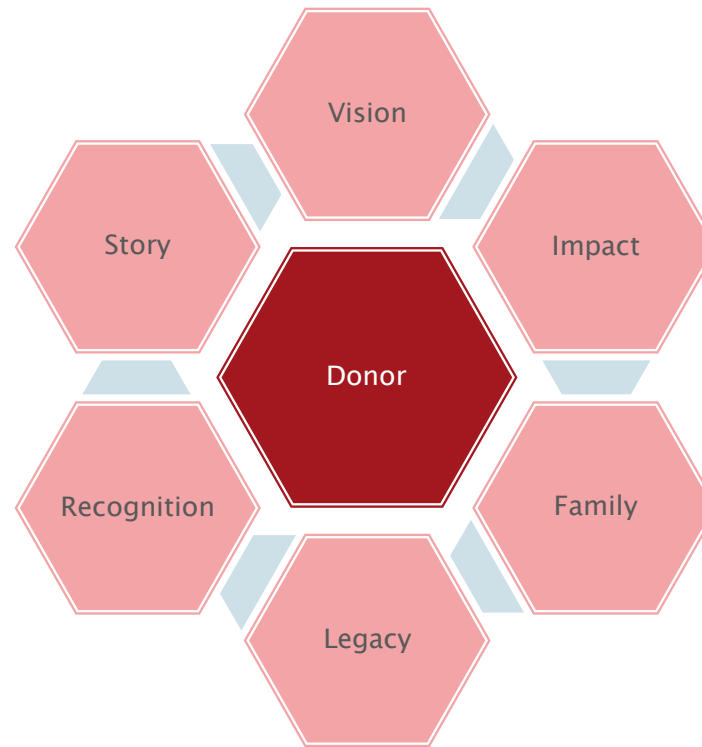
Motivations

- ▶ Measureable impact
- ▶ In appreciation
- ▶ Shared vision
- ▶ Emotional impulse
- ▶ Recognition at all levels
- ▶ Personal benefit



Identifying these early on will help you write the most compelling narrative

Its all about Connection



Who controls the money?

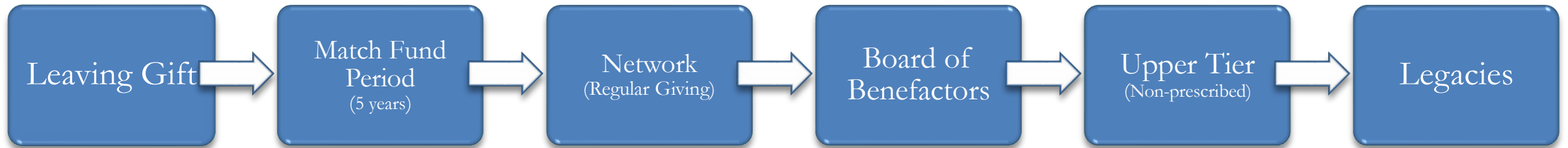


Who should be at the heart of the story?

Developing a Supporter Journey

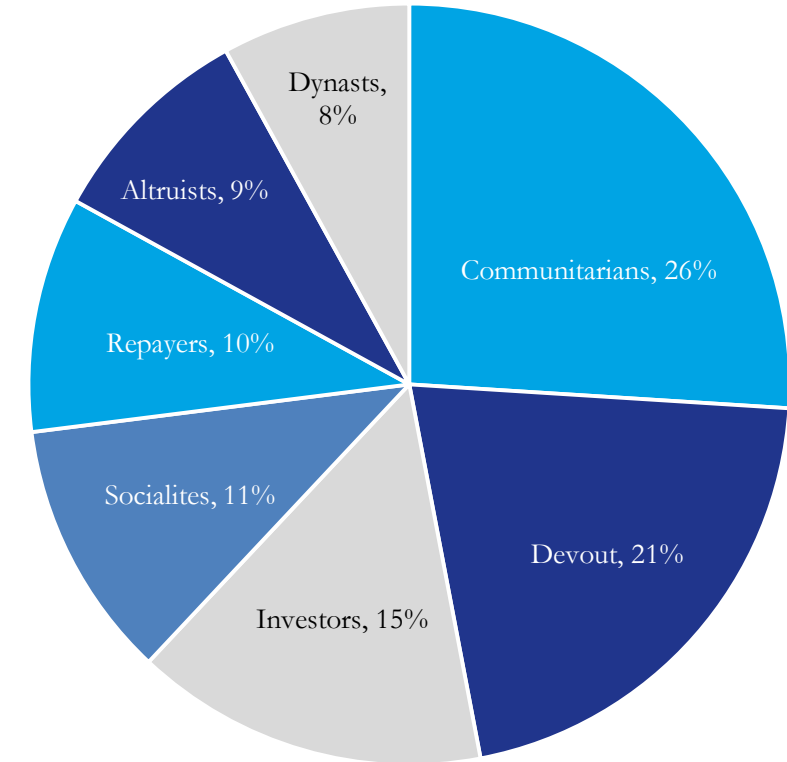
- ▶ An essential strategic framework
- ▶ Creating a sense of belonging
- ▶ Potential lifetime value
- ▶ Engagement, resulting in more money, time and ‘voice’

A Supporter Journey



7 Faces of Philanthropy

Communitarians	26%	Doing good makes sense
Devout	21%	Doing good is God's will
Investors	15%	Doing good is good business
Socialites	11%	Doing good is fun
Repayers	10%	Doing good in return
Altruists	9%	Doing good feels right
Dynasts	8%	Doing good is a family tradition



Source: Russ Alan Prince and Karen Maru File, *The Seven Faces of Philanthropy*, 2001

Tell purposeful stories...

Stories engage, deepen understanding & build trust

What story do you want your donors to tell about you?

Invite your donors to be the heroes of your story



Find your passionate voice...

You. Your leaders. Your institution. Your young people.

Then help your donors to find their passionate voice.



Create a culture of giving...

Asking & giving: it's what we do & who we are.

Invite your donors to join the tribe.

Give them a safe, trusted home. For life.

When it goes wrong!



Takeaways

- ▶ Understand actual motivations – Sometimes it is not what they say it is
- ▶ Work out who controls the funds, or is involved in financial decisions early on
- ▶ Find the emotional connection – see it in their eyes!
- ▶ Create a meaningful supporter journey that you can deliver consistently
- ▶ Tell a purposeful story in many passionate voices

ASK!

People give to people. You don't need all the answers. Just be the authentic, positive you and have faith.