Fundraising 101: Making An Effective Ask

Volunteer Conference
October 26, 2013
Agenda

Introductions
Annual Fund Overview
The Definition of Success
Providing the Opportunity
Saying Thanks
What is the Annual Fund?

Gateway to Giving

- Annual Fund gifts support every aspect of a Skidmore education, providing funds for academic departments, student life programs, financial aid, and athletics.
Financial Impact

- Gifts to the Annual Fund provide millions of dollars for students and faculty.

  2013-2014 Goal: $7.1 million

- $7.1 million dollars is the equivalent spending power of an additional $142 million in endowment.
Growth in Giving

Annual Fund Year End Totals


$0  $1,000,000  $2,000,000  $3,000,000  $4,000,000  $5,000,000  $6,000,000  $7,000,000  $8,000,000
Why Give?

- **Provides Opportunity**
  - Annual Fund gifts help Skidmore provide $39 million dollars worth of scholarships each year

- **Shapes the Mind**
  - Annual Fund gifts ensure top-notch faculty are able to offer rigorous academics.

- **Builds the Body**
  - Annual Fund gifts assists with costs of athletic trips, facilities improvements, and equipment.

- **Prepares for the Future**
  - Annual Fund gifts help students learn through internships, collaborative research, and study abroad opportunities.
Why YOU are vital

• You share Skidmore’s message
• You help make personal connections.
• You provide valuable insight and suggestions.
• You secure gifts Skidmore students wouldn’t otherwise receive.

Thank you!
An effective ask is a good conversation...

- Not just securing a gift!

- If you have tried to contact someone several times through multiple channels and have left a voicemail or email about the importance of giving, you HAVE done your job.

- A no isn’t always negative. If alumni feel more affinity for Skidmore after speaking with you, you HAVE done your job. Goodwill goes a long way, and they may say yes later.

- Let your staff representative know who you contacted, what their responses were, and who you were not able to connect with.
Creating the Case

- Know why YOU give
- Use what you know
- Gratitude for the past
- Focus on the future
- Every gift matters
Creating the Case

Key Messages

• FY14 Theme: Alumni Pride
  • Skidmore is PROUD of our Alumni
  • Alumni are proof that a Skidmore education matters and makes a difference in our local and global community
Providing the Opportunity

Components of the Ask

• Transition: I don’t want to take up too much of you time, but as I said earlier, I want to share with you how you can invest in Skidmore.

• Gift amount

• Gift designation

• Example: From our conversation, you seem pretty passionate about internships at Skidmore. You can make a real difference for student interns with a gift of $250. Can we count on your support?
Overcoming Objections

• Welcome Objections! They are opportunities to learn more and educate more.

• Objections are often financial or based on the prospect’s relationship with Skidmore.

• How you handle objections is based on the rapport you have established and the information you gathered from the conversation. Always use your discretion.
Showing Gratitude

- Call, email, or send a thank-you note to your classmates when they give
- Explain the direct impact of their gift
- If you hear a cool Skidmore story that reflects the giving interests of your classmates, share it!
Final Tips

- Most people wait to be asked before giving.

- Asking is easier than it seems – making an investment in Skidmore is something you know is worthwhile.

- Encourage greater involvement (participate in events, volunteering, etc).

- Touch their hearts. Giving is both a reasoned and emotional decision. Classmates should feel good about their giving.