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GIVING TUESDAY

Training created by Lindsay Simonds Consulting

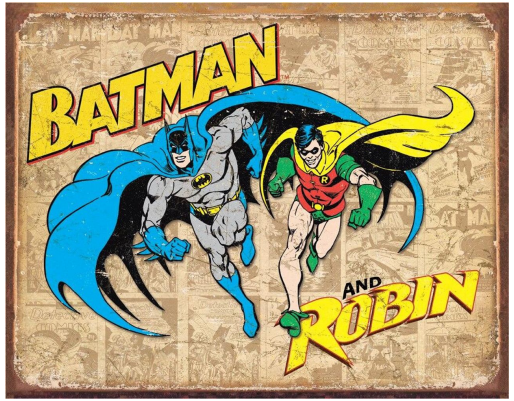
Tip #1:
The donor is the main character.

Let's look at the story of Batman & Robin

Every story has a main character and a sidekick.

Think Batman & Robin.

Batman:
The hero on a mission, driving change.



Robin:
The helper, supporting the hero's journey.

In fundraising, we often cast ourselves (the organization) as Batman…

…and make the donor the sidekick.

The typical approach:

Your Audience as Robin

"When you donate $25, you help BUILD ensure that students become CEOs of their own lives & experience the Economic Mobility, Financial Well-being, and Social Agency they seek.

But what if we flipped the script?

Tip #1: The donor is the main character.

Your Audience as Batman

When you donate $25, you ensure students become CEOs of their own lives & experience the Economic Mobility, Financial Well-being, and Social Agency they seek.

Tip #2:
Start with WHY.

Start with WHY

Let's discover your why.

Reflect on why this cause matters to you. Allow yourself time to get quiet and reflect on your journey with the organization, from initial interest to today. Journal any key words, values, or memories that come up.

Next, let's translate that into a simple statement: *What personal values drive your support?*

Why start with why? We make decisions with our hearts first, then justify them with logic. Research shows emotions drive our choices instinctively and logic helps us refine them.

Need help brainstorming? Watch this short TED Talk by Simon Sinek

Tip #2: Examples

Let's look at two examples:

Example WHY #1:

- "I support a youth program teaching the entrepreneurial mindset to youth in underserved school called BUILD.org.
- I fell in love with the organization when I was a volunteer mentor to a group of youth in the program in 2021. I've seen the transformational change a student has when she is given the critical thinking and collaborative skills needed to pitch a business plan and see it through in a year.
- After that I joined the board and now I'm helping to spread the word during this season of giving!
- I know that to have a healthy and thriving community, people need to be equipped with 21st century skills they may not be getting in traditional classrooms. After going through BUILD's program, these kids can focus on their passions, their contributions, and academic and professional tracks."

Tip #2: Examples

Let's look at two examples:

Example WHY #2:

- "I support BUILD.org because I cannot think of a greater kindness than making sure kids gets skills that set them up to have social and economic agency."

This simple statement invites curiosity into the conversation and opens the door for the prospective donor to ask more questions about what exactly BUILD.org does and *how*.

Tip #3:
Focus on what's possible.

Focus on What's Possible

When fundraising, it's common to highlight what's broken, missing, or painful.

This can motivate action, but often only once.

Studies show that fear sparks short-term urgency, not lasting commitment. This method works, but often only results in one-time gifts.

What's Missing

"An entrepreneurial mindset is an essential need and our youth need it more than ever!"

..instead of focusing on what's missing.

Tip #3 Focus on What's Possible

However, when we focus on what's possible, we plant seeds of hope and invite donors into a future and a vision they want to help create.

What's Possible

"When people are empowered and equipped with the entrepreneurial mindset, our next generation can thrive!"

Tip #4:
Make the Ask.

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Plan ahead so your ask is meaningful and specific:
1. Request a specific amount, for a specific reason. 2. Prepare and practice the request. Be honest, sensitive, and confident.

Tip #4: Make The Ask

Examples of Meaningful and Specific Asks:

"This year, I'm contributing $2,500 to XYZ, will you meet me there with a $2,500 donation, too? Together our support will nourish those in need so our community can thrive! "

"I'll match every dollar my friends and family give to XYZ, up to $5,000, can I count on you to contribute, too?"

"Another option without a specific dollar value: *I know we are both passionate about service and support of education / community (XYZ). As a supporter and volunteer, I'd like to invite you to contribute this season as well. What is the most meaningful donation you make to ensure members of our community are equipped with social and economic mobility?"*

Putting it all together

1. Make the person you’re talking to the main character in the story.
2. Start with WHY the cause matters to you.
3. Focus on what’s possible rather than what’s missing.
4. Make a direct ask.

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Thank you!

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