



# **Raising More Money By Asking (and Answering) Better Questions**

Presented by  
**Harvey McKinnon and Andy Robinson**

In partnership with:  
**North American Association for Environmental Education**

# Your hosts for today



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# Outcomes for today's webinar

## You will learn how to:

- Anticipate donor questions, craft better answers
- Use questions to deepen donor relationships
- Learn how to engage your supporters more effectively
- Use these techniques to raise more money
- Build confidence, have fun!



# Getting started...



What do you want to learn today?

Why is this topic important to you?



# Renewal rates are declining

- Poor donor appreciation and engagement
- Virtual communication; less personal contact
- Economic inequality

**How can you best respond?**

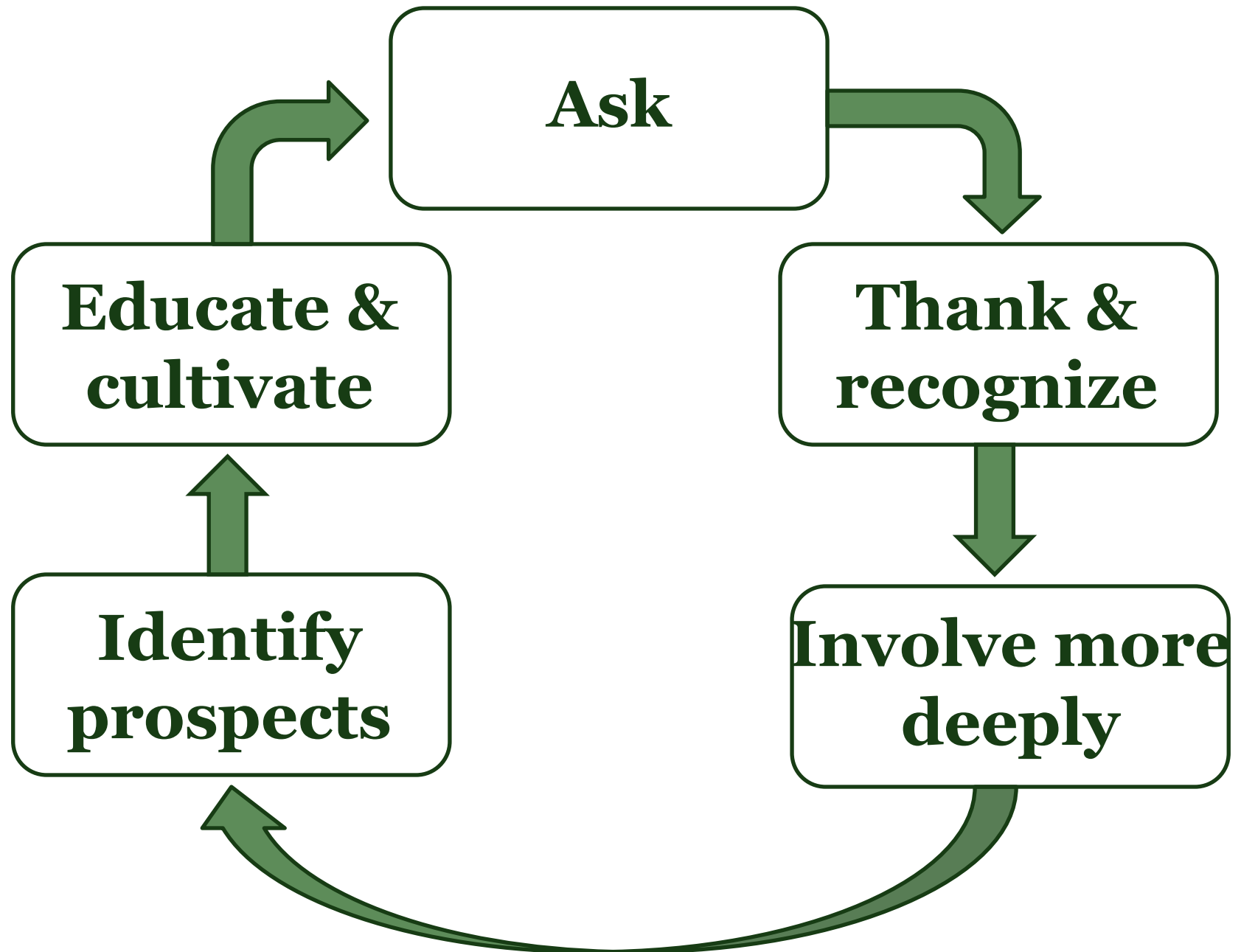
# **Poll: How often do you meet with donors – in person or virtually – for any reason?**

(Relationship building, getting advice, asking for gifts, thanking...)

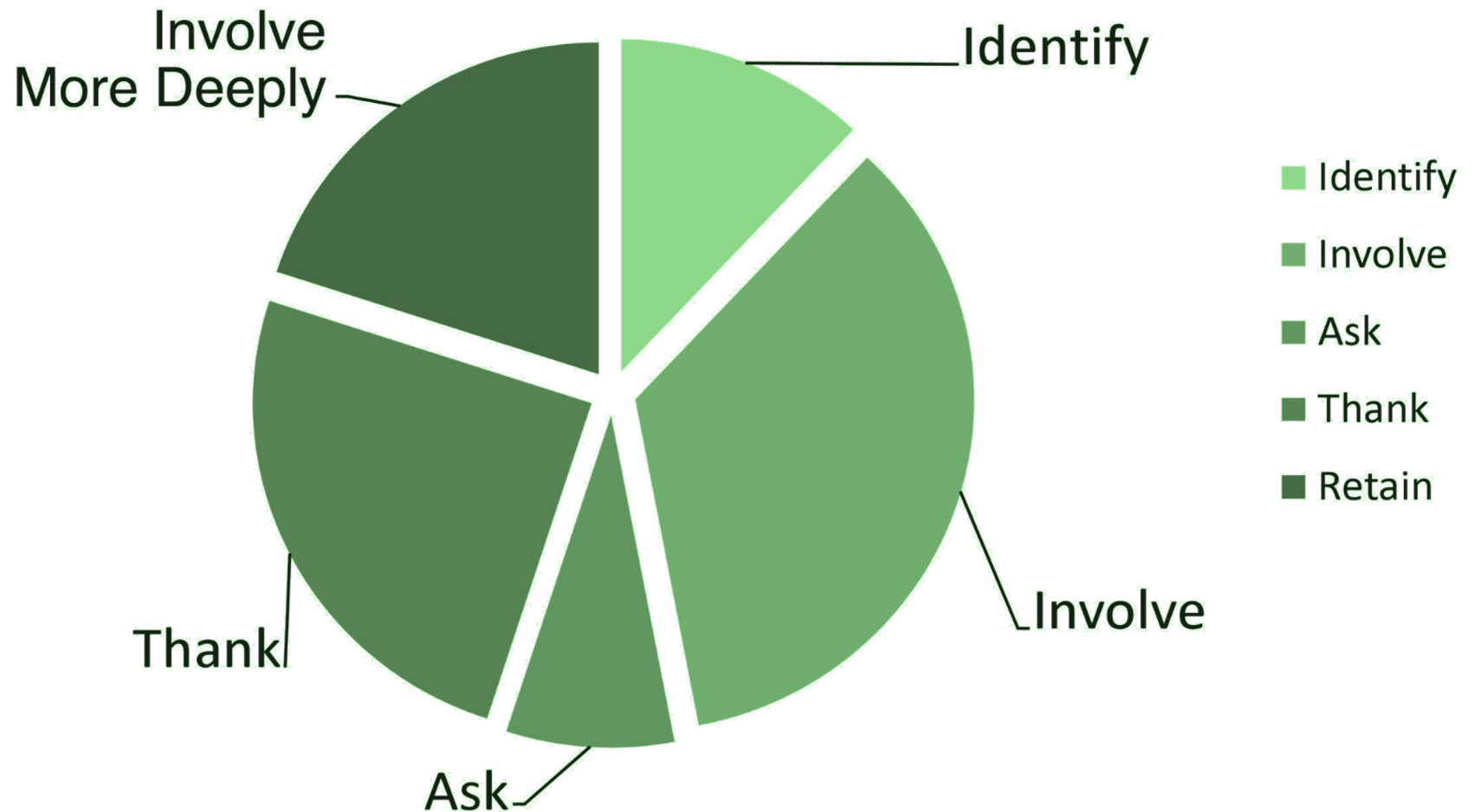
- Multiple times per month
- Monthly
- Quarterly
- A couple of times per year
- Almost never
- Don't know



# Cycle of fundraising

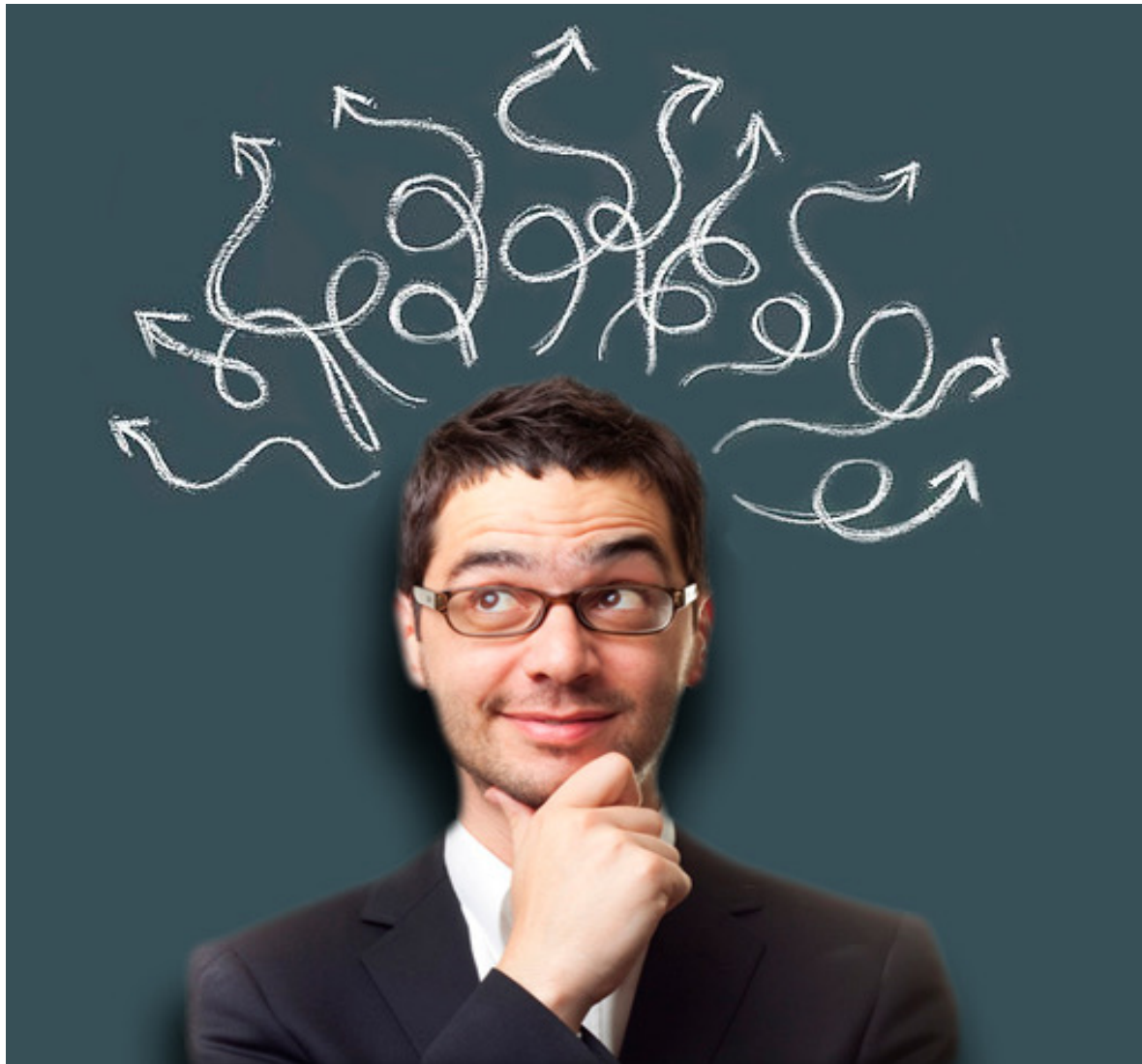


# Time allocation



*Courtesy of Tina Cincotti, Funding Change Consulting. Thanks!*





What do your donors want?

What are they thinking?

Your mind is endlessly busy,  
processing questions.



**Every donor does this, too.**

**Tip:** By anticipating and answering these questions in advance, you can reduce barriers to giving.

# 1. Why me?

What's your favourite subject? (Hint: "Me.")

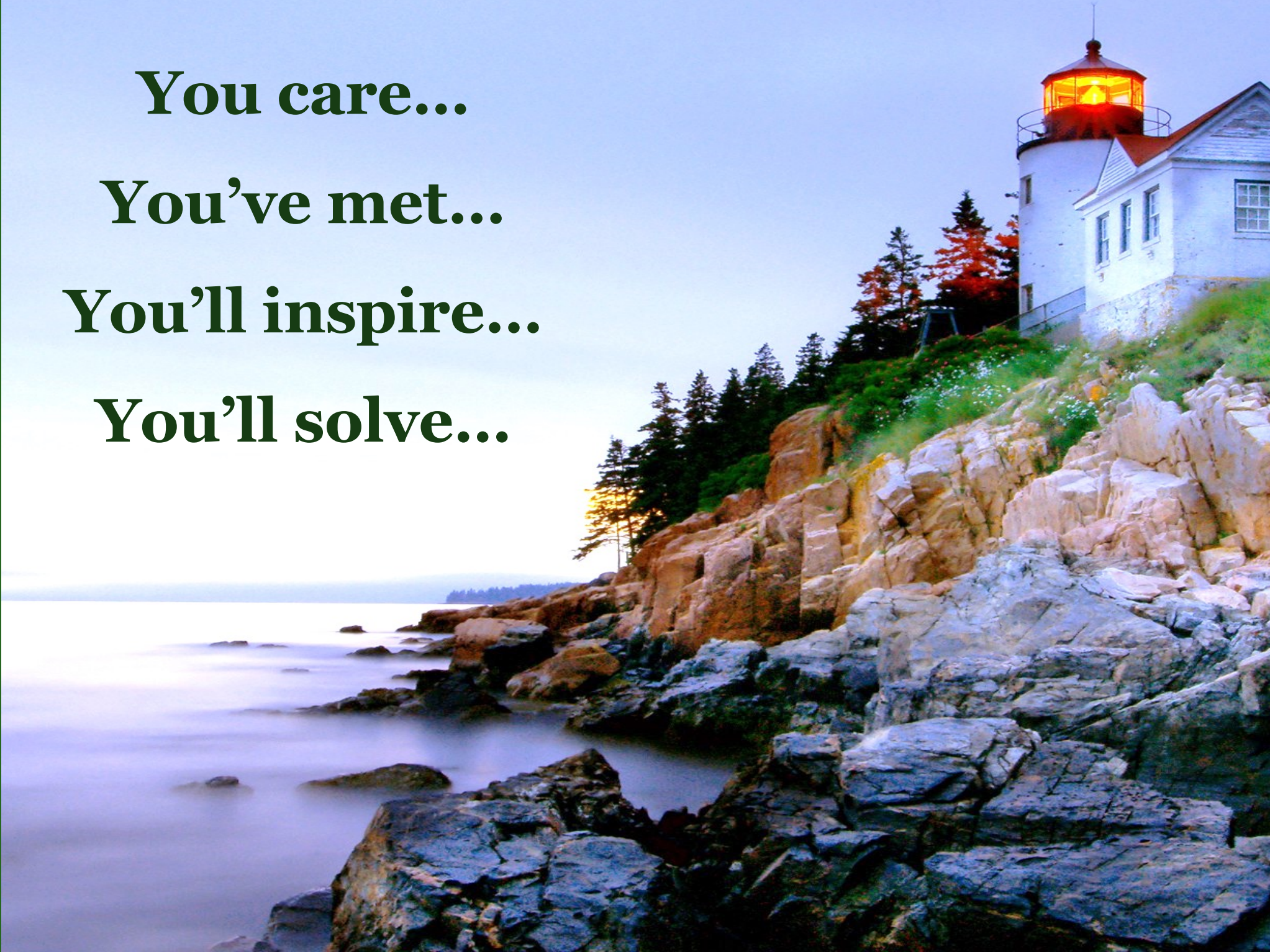
Your donor wants to know:

- How do you see me?
- Do I approve of the way you see me?
- Do you care about me? Why?

**Tip:** Are you only interested in their money? If so, that's a problem...



**You care...**  
**You've met...**  
**You'll inspire...**  
**You'll solve...**





## 2. Why are *you* asking me?

- What's in it for you?
- Have you given?
- Who else has given?

***Tip:*** Reference others who have given.

### 3. Do I respect you?

Goal: Getting past the amygdala.



***Tip:*** Trust is earned, not given.



**did you  
become a  
fundraiser?**

***Tip: Your story can  
motivate donors.***



## 4. How much do you want?

Be careful what you ask for!

Everyone asks: How much should I give?

**Tip:** Transformational gifts take time.



# 5. *Why your organization?*

You have a lot of competition.  
What makes your group stand out?





**Storytelling** deepens understanding.

**Listening** helps you ask better questions.

**Tip:** The story must be told compellingly and reach the right people.

## 6. Is there an urgent reason to give?



Urgency prompts donor response.

**Tip:** Use deadlines, milestones, consequences.

## 7. Is it easy to give?

Make it easier with simple forms, big type, special asks.

***Tip:*** Promote monthly giving!



## 8. How will I be treated?



Donors fear you'll forget about them after they give.

***Tip:*** Your attitude makes all the difference!

## 9. How will you measure results?



Some donors care about metrics and numbers; others gravitate to stories and examples.

**Tip:** A donor asking about how you measure results is a second gift...!

# 10. Will I have a say over how you use my gift?



People like control and earmarking.

**Tip:** Embrace designated gifts ... but first create a gift acceptance policy!



## **11. Will my gift make a difference?**

Your prospect or donor has lots of options.

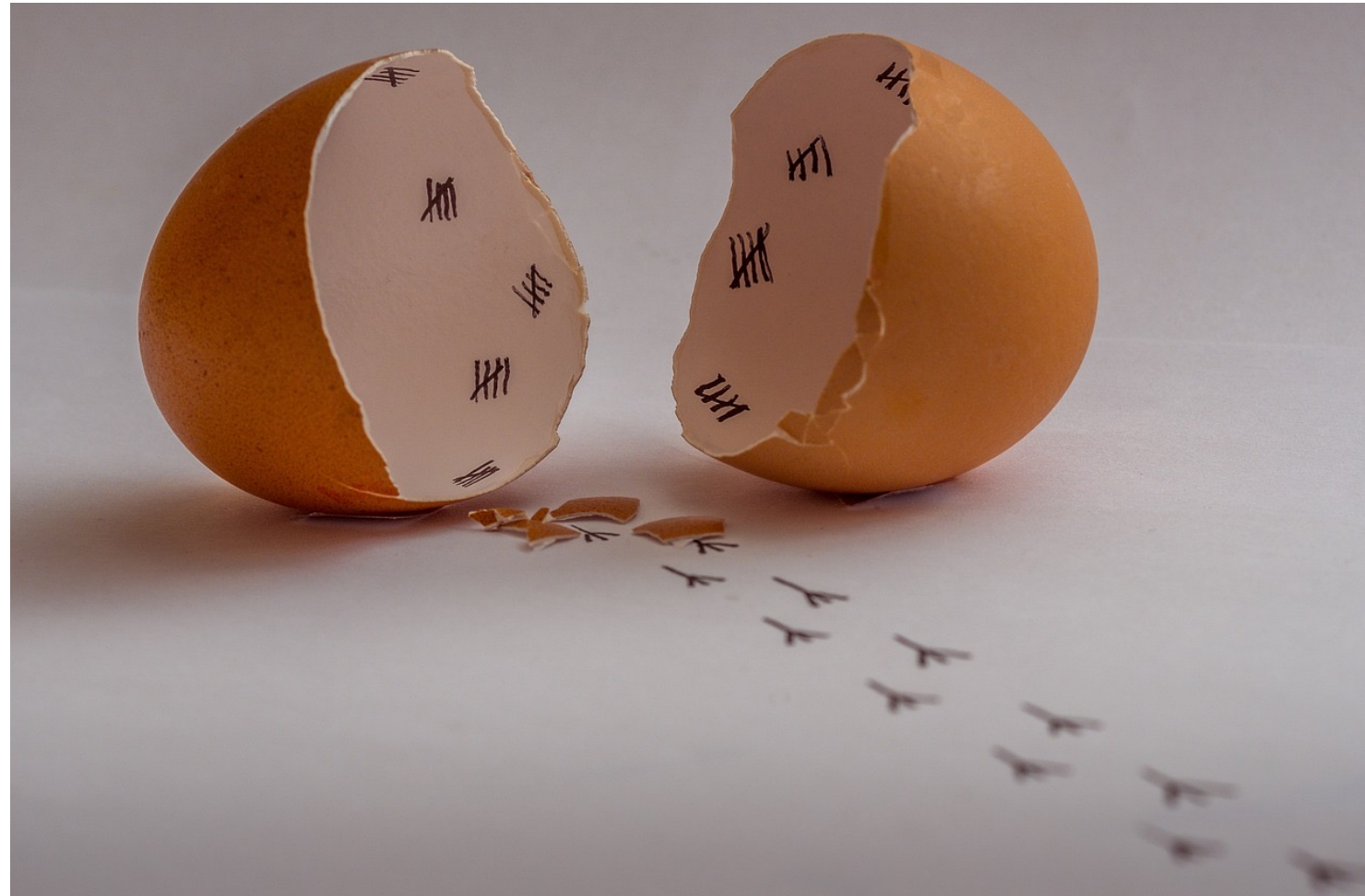
Make it tangible, make it emotional.

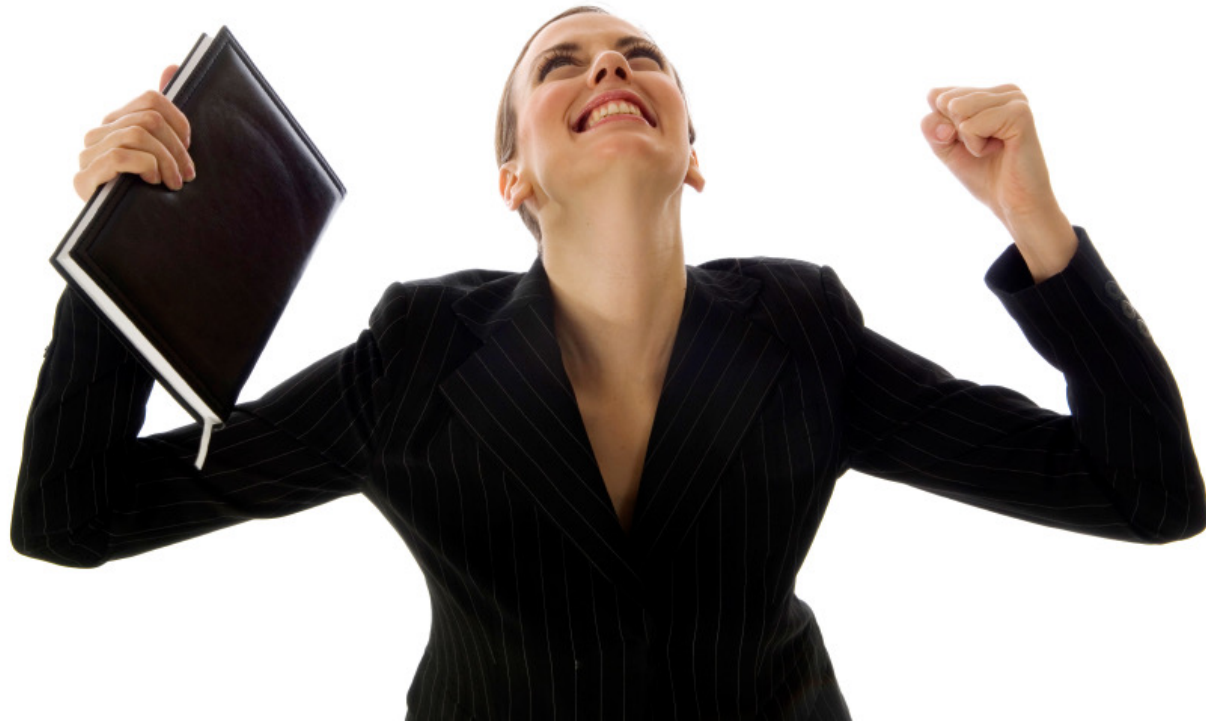
**Tip:** Tell donors how you invested their gifts.



# Question for the chat:

Which donor question or motivation requires more of your attention?





## **When you hear “Yes,” then what?**

Be grateful. Be enthusiastic! And then...

**Select from the following questions – and feel free to rearrange the sequence.**



## **1. “How would you like to pay?”**

Cheque, credit card, pledge, monthly gift?

***Tip:*** Bring a pledge form to donor visits.

## 2. How do you want us to use this gift?

Special project or overall support?

***Tip:*** You want those unrestricted gifts!





### **3. How would you like to be recognized?**

Or maybe anonymous?

***Tip:*** Sharing donor names inspires others.



**4. Do you want your gift to honor someone you care about?**

***Tip:*** Include this option on pledge form.



## **5. Why do you support our work?**

Explore your donor's motivations.

***Tip:*** Don't assume you know – ask!

## 6. Will you give us a testimonial?

Because donors make the best advocates!

**Tip:** Based on the conversation, it's OK to draft something for the donor to review.







## **7. Will you share with our board why you give?**

It's useful to hear from donors.

***Tip:*** Consider a panel: 3-4 donors w/ Q&A.



## **8. How do you like to be kept informed?**

It's easy to customize  
your donor  
communications.

***Tip:*** Ask about how  
often, too – then update  
your database!

## 9. When I update you in person, can we include your family?

**Tip:** If you're cultivating planned gifts, this is essential.



# 10. Can you recommend other potential donors?

Instant credibility!

***Tip:*** Ask for intros.





## **11. What other organizations or causes do you support?**

***Tip:*** Don't assume that donors tightly target their giving; many do not.



**12. Would you consider volunteering to help raise money?**

***Tip:*** Suggest something specific, like participating in a cultivation meeting.



### **13. What's your giving calendar?**

Once per year, monthly gifts, as needed...

***Tip:*** Don't begin with this question!

# Question for the chat:

Which questions do you want to remember to ask donors?

Why?





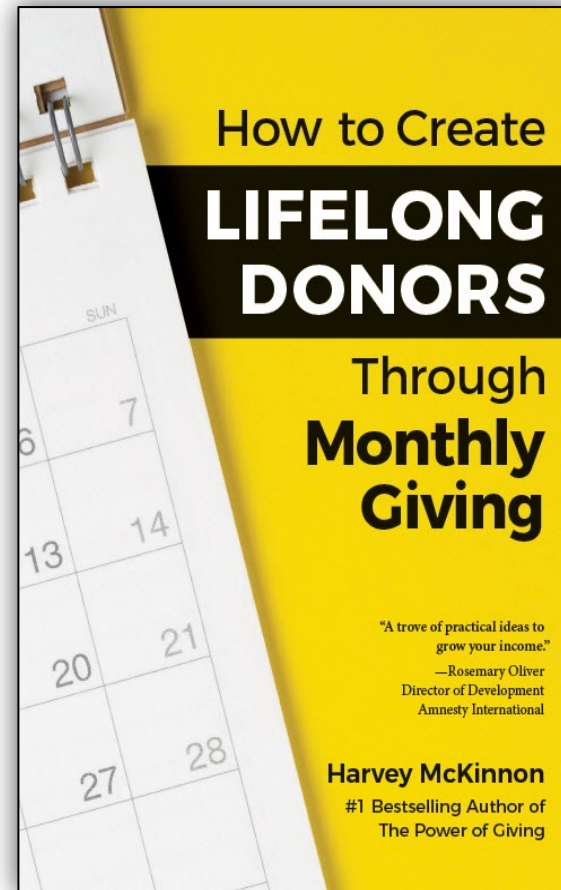
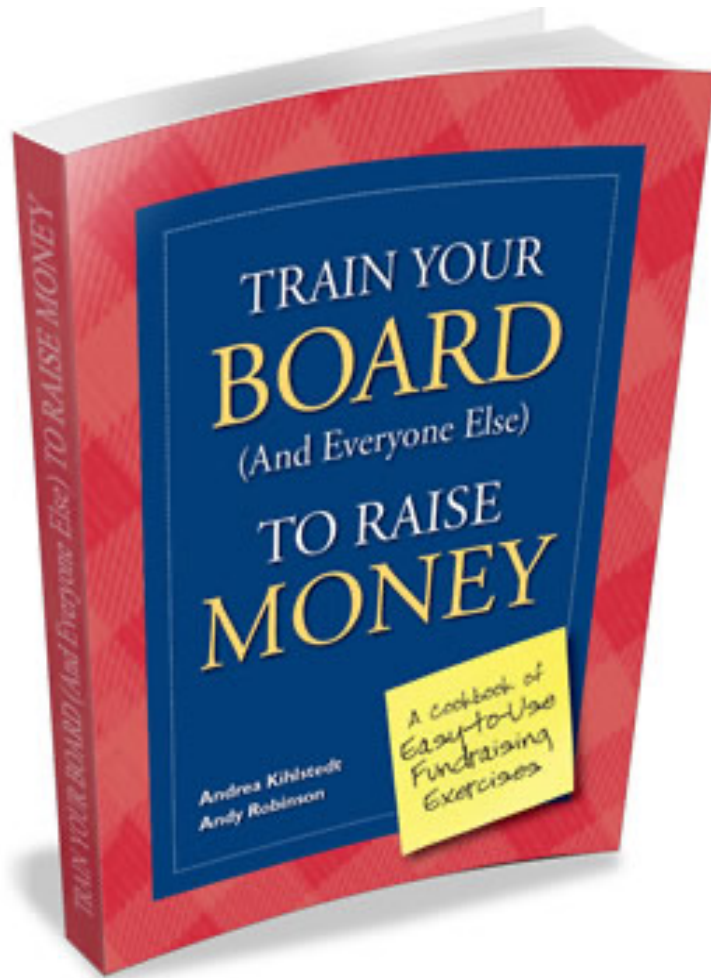


## **Keeping track**

We will send you a helpful tracking form you can use during these conversations.



**Questions?**



## A sampling of our books

Available from:

[www.hilborn-civilsectorpress.com/](http://www.hilborn-civilsectorpress.com/)



**Be well and stay in touch!**

[HarveyMcKinnon.com](http://HarveyMcKinnon.com)

[AndyRobinsononline.com](http://AndyRobinsononline.com)