

fundraising academy

CAUSE SELLING EDUCATION



Wednesday, September 15, 2021

Nonprofit Moneyball:

Identifying the New Tech, Trends, Talent, and Tools to Hit Your Fundraising Goals

Moderated by:

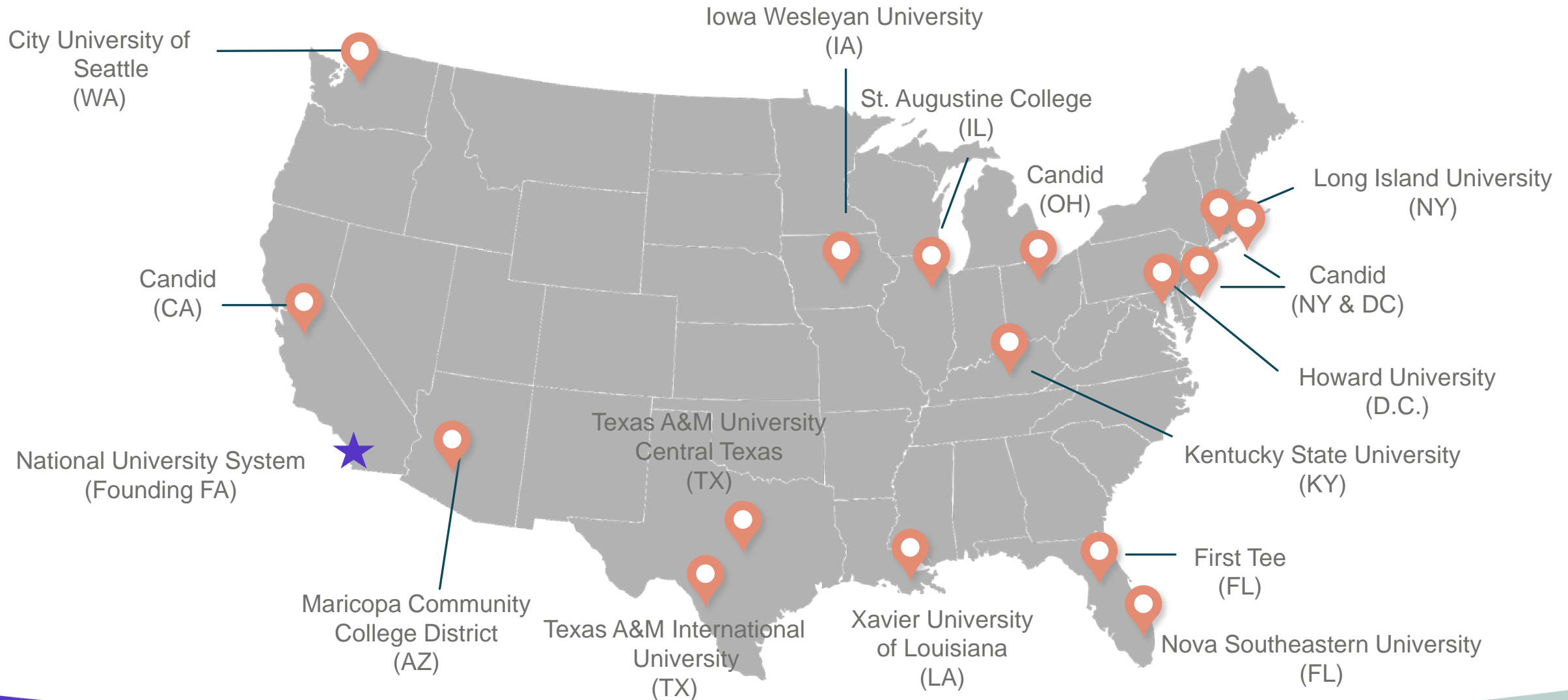


Christine Kim
Project Coordinator
Fundraising Academy

FUNDRAISE

YOU'VE GOT A CAUSE.
LEARN HOW TO FUND IT.

Our Affiliate Partners





Meet Your Presenter

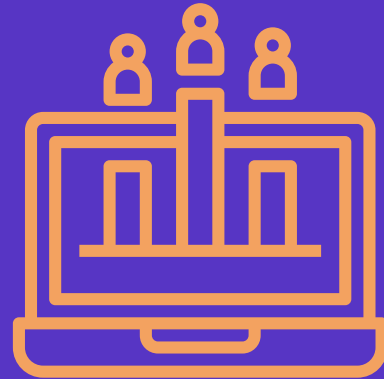
Ryan Ginard
Director of Development
The University of Texas at
Austin



Overview

- Discuss why further professionalization of the sector is essential to attracting & retaining the best, brightest, and most motivated individuals
- Explore the tools and skill sets that will make emerging fundraisers stand out
- Identify key steps in the Cause Selling Cycle to more confidently seek and secure larger monetary gifts for your cause

POLL: Tell us about yourself!



How many years of fundraising experience do you have?

TALENT

The Talent of Tomorrow

How do we **call in new talent & call out gaps** in education?

- Nonprofit moneyball
- Jobs of tomorrow
- HR empowerment
- The great resignation
- Professionalization of the sector
- Fundraising Academy & Cause selling

CAUSE SELLING

The Cause Selling Cycle



Relationship Driven Fundraising

- The **organizational** opportunity
- The **professional** opportunity
- What '**cycles**' are we in control of?
- Deconstructing the future

CAUSE SELLING RELATIONSHIP MODEL

PHASES	TRADITIONAL MODEL OF "ASKING"	PERCENTAGE OF TIME SPENT IN EACH PHASE
APPROACH	TELLING	10%
IDENTIFYING NEEDS	QUALIFYING	20%
MAKING THE PRESENTATION	PRESENTING FEATURES	30%
RESISTANCE & GAINING COMMITMENT	CLOSING LONG & HARD	40%

PHASES	RELATIONSHIP MODEL OF "ASKING"	PERCENTAGE OF TIME SPENT IN EACH PHASE
APPROACH	BUILDING TRUST (RAPPORT)	40%
IDENTIFYING NEEDS	PROBE, ASK, QUESTION & LISTEN	30%
MAKING THE PRESENTATION	SELL BENEFITS	20%
RESISTANCE & GAINING COMMITMENT	REASSURE "MAKING THE ASK"	10%

TECH

Feed the Machines

- AI Modelling & Data quality.
- **Dynamic discourse:** How chatbots and virtual assistants can streamline giving.
- **Smart contracts** and the **automated** revolution of grantmaking.

Food for thought

- What might the future of nonprofits look like in **ten years**?
- What **trends** in the sector are you most excited about? How might you **accelerate** its adoption at your work?
- If you could recoup an hour of your workday back through the automation of routine tasks, what **would you do with that time**?

QUESTIONS?

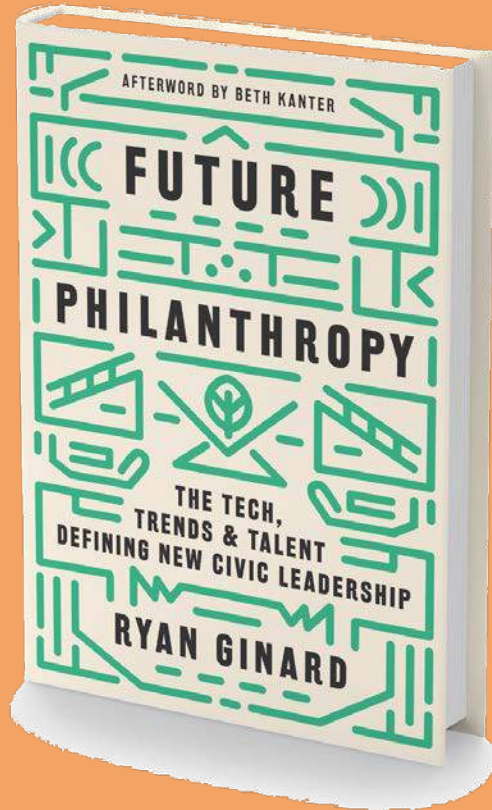
Send them through Q&A!



Connect with Ryan!

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[@ryanginard](#)



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