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

Wednesday, September 15, 2021
Moderated by:

Christine Kim
Project Coordinator
Fundraising Academy
FUNDRAISE

YOU’VE GOT A CAUSE.
LEARN HOW TO FUND IT.
Our Affiliate Partners

- National University System (Founding FA)
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- Candid (CA)
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- Kentucky State University (KY)
- First Tee (FL)
- Nova Southeastern University (FL)
- First Tee (NY & DC)
- Candid (NY & DC)
- Kent State University (OH)

Additionally:
- Texas A&M University Central Texas (TX)
- New York University (NY)
- Xavier University of Louisiana (LA)
- Florida State University (FL)
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

THE EIGHT-STEP CAUSE SELLING CYCLE represents the steps good fundraisers take to become great fundraisers!
Relationship Driven Fundraising

- The organizational opportunity
- The professional opportunity
- What ‘cycles’ are we in control of?
- Deconstructing the future
## CAUSE SELLING RELATIONSHIP MODEL

<table>
<thead>
<tr>
<th>PHASES</th>
<th>TRADITIONAL MODEL OF “ASKING”</th>
<th>PERCENTAGE OF TIME SPENT IN EACH PHASE</th>
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</thead>
<tbody>
<tr>
<td>Approach</td>
<td>Telling</td>
<td>10%</td>
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<tr>
<td>Identifying Needs</td>
<td>Qualifying</td>
<td>20%</td>
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<tr>
<td>Making the Presentation</td>
<td>Presenting Features</td>
<td>30%</td>
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<tr>
<td>Resistance &amp; Gaining Commitment</td>
<td>Closing Long &amp; Hard</td>
<td>40%</td>
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</tbody>
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<th>PHASES</th>
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<tbody>
<tr>
<td>Approach</td>
<td>Building Trust (Rapport)</td>
<td>40%</td>
</tr>
<tr>
<td>Identifying Needs</td>
<td>Probe, Ask, Question &amp; Listen</td>
<td>30%</td>
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<tr>
<td>Making the Presentation</td>
<td>Sell Benefits</td>
<td>20%</td>
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<tr>
<td>Resistance &amp; Gaining Commitment</td>
<td>Reassure “Making The Ask”</td>
<td>10%</td>
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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!

https://www.ryanginard.com/

@ryanginard
FUTURE PHILANTHROPY

- Out October 26th
- Pre-sale open - Amazon/ B&N
- futurephilanthropybook.com

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- 15 Rules
- Clubhouse 101
Fundraising Academy

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