Popping the Question and Securing Donor Commitment
Moderated by:

Christine Kim
Project Coordinator
Fundraising Academy
FUNDRAISE

YOU’VE GOT A CAUSE. LEARN HOW TO FUND IT.
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Meet Your Presenter

Laura Rice, MBA, CFRE
Senior Director of Sustaining Philanthropy
San Diego Zoo Wildlife Alliance
Overview

• Learn how to uncover hidden concerns or questions

• Discover the basic strategies for overcoming objections

• Review closing strategies

• Learn how to deal with rejection
POLL: Tell us about yourself!

How many years of fundraising experience do you have?
The Cause Selling Cycle

THE EIGHT-STEP CAUSE SELLING CYCLE represents the steps good fundraisers take to become great fundraisers!
What are objections?

Share some of the most common objections you encounter in the chat!
Redefining Objections

Attitude Shift!

An objection is not a battle to be won; it is a strong indication of interest.
Redefining Objections

• Objections reveal interest.
• They can also reveal a donor’s true feelings.
• Donors object when you haven’t answered all their questions.
• Some objections are nothing more than stalls.
Types of Objections

- The Stall
- The Searcher
- The Hidden Objection
- The Stopper
Techniques for Negotiating Objections

• Feel, Felt Found

• Compensate or Counterbalance

• Ask Why

• Deny the Objection

• Boomerang

• Curiosity

• Answer With Visuals
Six-Step Plan for Handling Objections

1. Listen and hear them out
2. Confirm your understanding
3. Acknowledge their point of view
4. Select a specific technique
5. Answer the objection
6. Attempt to close
Make the ASK.

In one to three words, how do you feel about making the ask? Share in the chat!
Mindset: A Closing Consciousness

The most important factor in successfully closing is your attitude.

Always Be Closing

“People like us do things like this.”
Effective Closing Strategies

1. Be **assumptive**

2. Provide a **summary of benefits**

3. Ask **directly** for the gift

4. Ask for a **specific amount**

5. Remain **silent**

6. If donor is hesitating, stress the **urgency** *(but don’t be desperate)*
Reasons for Failure to Close

As a result, the presentation focuses on the wrong features and benefits.
Recognizing Signals

C.H.E.F. Technique

Trial Close

Listen for the word “We”
Dealing with Rejection

1. Anticipate and rise above
2. Broaden your **definition** of success
3. Attract **more donors** than you need
4. Remember you are **not alone**
5. **Forgive** yourself
6. Engage in **positive self-talk**
7. **Refuse** to give up
8. Know **you are important** because of who you are
SUMMARY

• Objections are usually **signs of interest** from qualified prospects.

• Your **attitude** is key in successfully handling an objection.

• The Ask is the **natural** conclusion to a carefully prepared presentation to a **qualified prospect**.

• **Verbal and nonverbal clues** can point to a readiness to give and can suggest the appropriate type of close.
QUESTIONS?

Send them through Q&A!
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lrice@sdzwa.org

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THANK YOU

TAKE YOUR CAUSE AND
CREATE IMPACT.

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