Social Style Versatility to Maximize Presentation Impact
Moderated by:

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Meet Your Presenter

Adriana Loson-Ceballos

Trainer
Fundraising Academy
POLL: Tell us about yourself!

How many years of fundraising experience do you have?
OBJECTIVES

- Determine how to assess your prospect’s social styles
- Learn how to build strategic mini presentations – units of conviction
- Uncover your prospect’s giving needs and design a meaningful presentation.
The Four Social Styles

- **Driver** (Sensing)
- **Amiable** (Feeling)
- **Expressive** (Intuitive)
- **Analytical** (Thinking)
AMIABLE SOCIAL STYLE

- Slow in making **decisions** or taking **actions**
- Likes **close**, personal **relationships**
- **Supports** and actively **listens** to others

**Strengths**
- Excels at calming disagreements
- Easily negotiates conflicts between teams/people
ANALYTICAL SOCIAL STYLE

- **Cautious** in decisions and action
- Dislikes involvement
- Asks **specific** questions

**Strengths**
- Clarifies complex issues
- Demonstrates organizational skills
DRIVER SOCIAL STYLE

• Decisive in action and decision making
• Likes control; dislikes inaction
• Prefers maximum freedom to manage self and others

Strengths

• Asks questions that challenge tradition
• Works quickly to resolve issues
EXPRESSIVE SOCIAL STYLE

- **Spontaneous** actions and decisions
- Likes **involvement**
- **Dreams** & gets others caught up in those dreams

**Strengths**

- Brings a sense of enthusiasm
- Looks for different approaches
Assertive and Responsive

NONRESPONSIVE (Controlled)
Wants facts and figures; precise about time; task-oriented; objective and reserved

NONASSERTIVE (Asking)
Inquisitive; slow-acting; risk averse; non-verbal; cooperative

ANALYTICAL “How”

DRIVER “What”

AMIABLE “Why”

EXPRESSIVE “Who”

RESPONSIVE (Emotional)
Expressive about feelings; wants feelings and emotions; imprecise about time; people oriented; subjective

ASSERTIVE (Telling)
Fast; active; risk taker; verbal; directive; competitive
What do you think is your social style and how is it similar or different from your donor base?
What is the Presentation?

Telling a **story** about the benefits of becoming a **true advocate** of your cause, building on the **connection** you’ve established with your prospect.
• 50% of donors say they want to hear about an organization’s track record before donating

• 38% do some research before giving

• 9% do side-by-side nonprofit comparisons
Passion vs. Perfection

Belief in and excitement about what you are saying is more important than perfection.
Precise, carefully prepared building blocks

Units of Conviction

FEATURE
BRIDGE
BENEFIT
EVIDENCE
AGREEMENT
Communication Strategies

NEED: Results
ORIENTATION: Action
EXPRESSIVE SOCIAL STYLE

Communication Strategies

NEED: Approval
ORIENTATION: Spontaneity
AMIABLE SOCIAL STYLE

Communication Strategies

NEED: Personal Security
ORIENTATION: Relationships
ANALYTICAL SOCIAL STYLE

Communication Strategies

NEED: To Be Right
ORIENTATION: Thinking
SUMMARY

• Behavioral styles are a useful tool for gaining **insight** into how donors think.

• Recognizing typical **behavioral cues** makes it possible to classify personality styles.

• **Versatility** is key!

• Use **Units of Conviction** to present the impact of your cause.

• **Personalize** every presentation to your donor.
QUESTIONS?

Send them through Q&A!
Fundraising Academy
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Connect with Adriana!

https://www.linkedin.com/in/adriana-loson-ceballos/
THANK YOU

TAKE YOUR CAUSE AND CREATE IMPACT.