

# fundraising academy

CAUSE SELLING EDUCATION



*Wednesday, October 20, 2021*

**Social Style Versatility to Maximize Presentation Impact**

***Moderated by:***

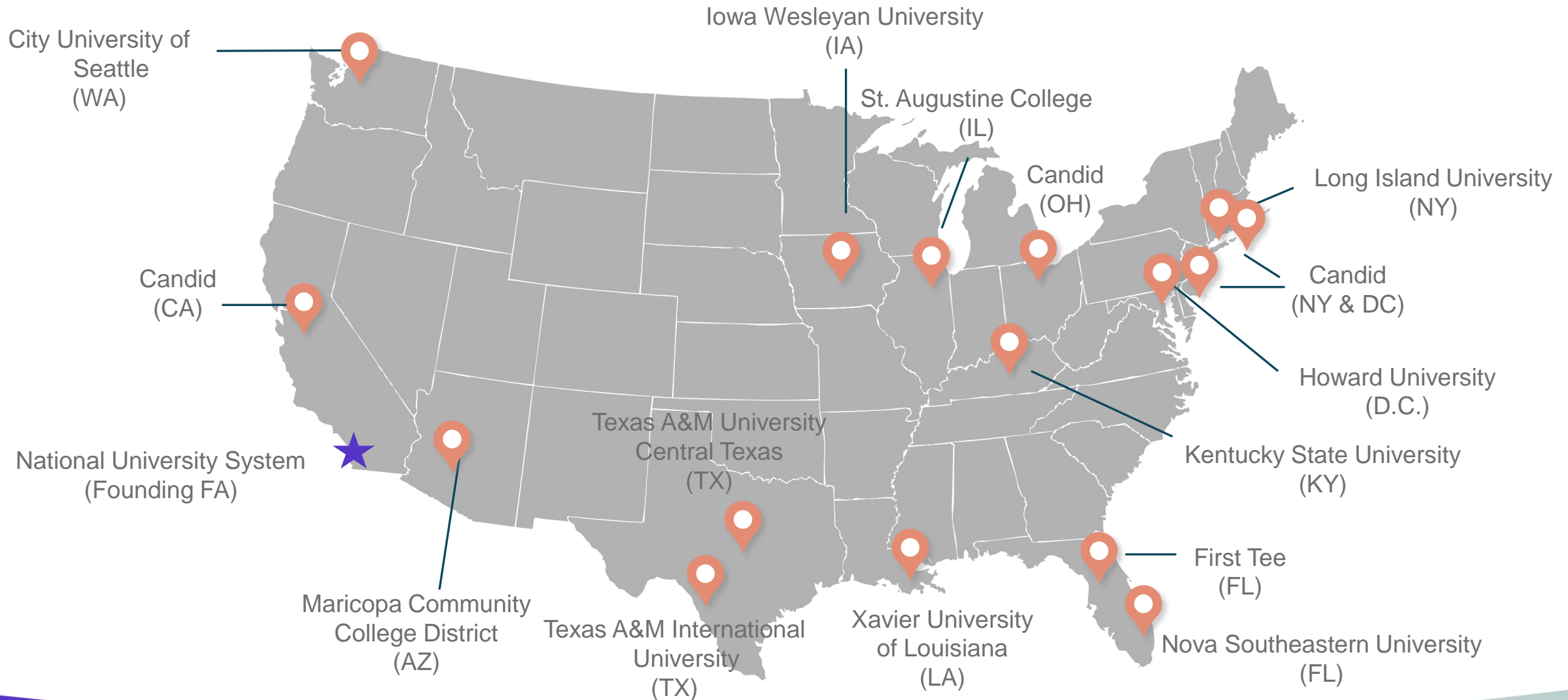


**Christine Kim**  
Project Coordinator  
*Fundraising Academy*

# FUNDRAISE

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

# Our Affiliate Partners





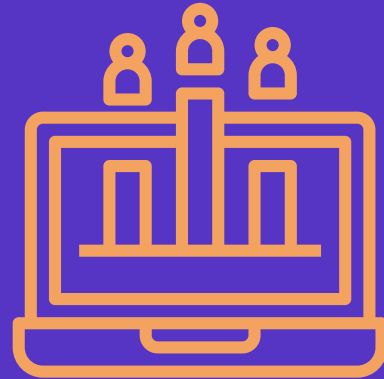
# Meet Your Presenter

**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

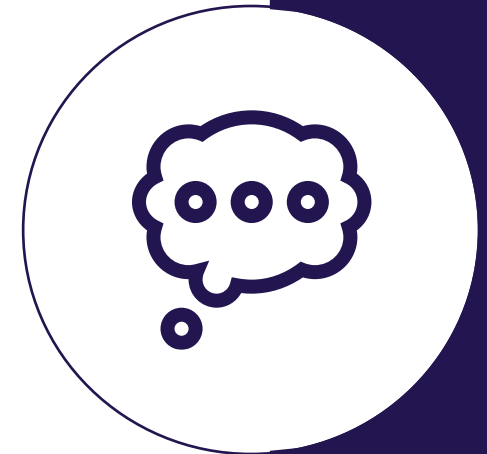


# ANALYTICAL SOCIAL STYLE

- **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

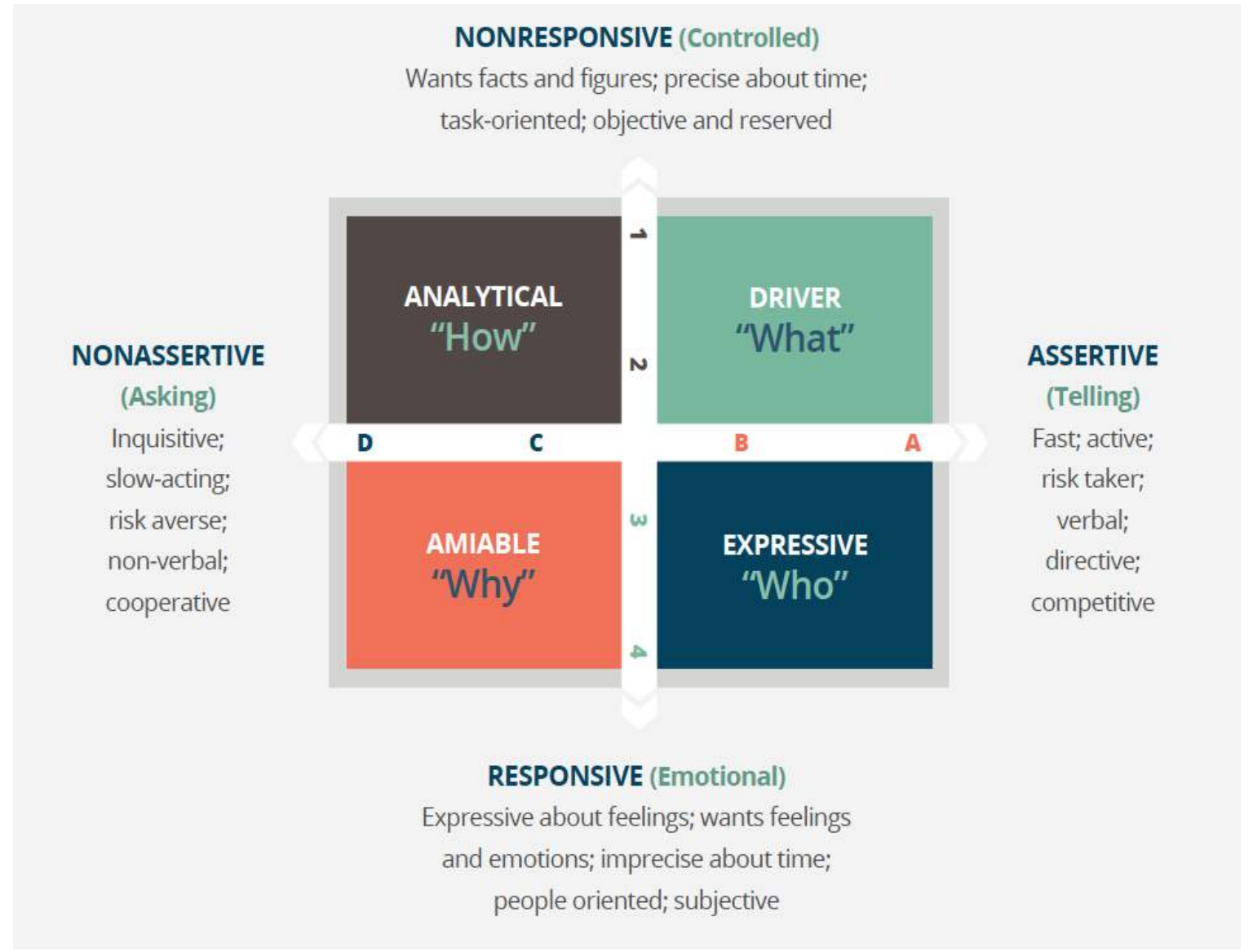
- **Spontaneous** actions and decisions
- Likes **involvement**
- **Dreams** & gets others caught up in those dreams

## Strengths

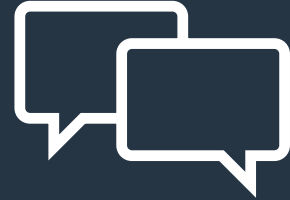
- Brings a sense of enthusiasm
- Looks for different approaches



# Assertive and Responsive



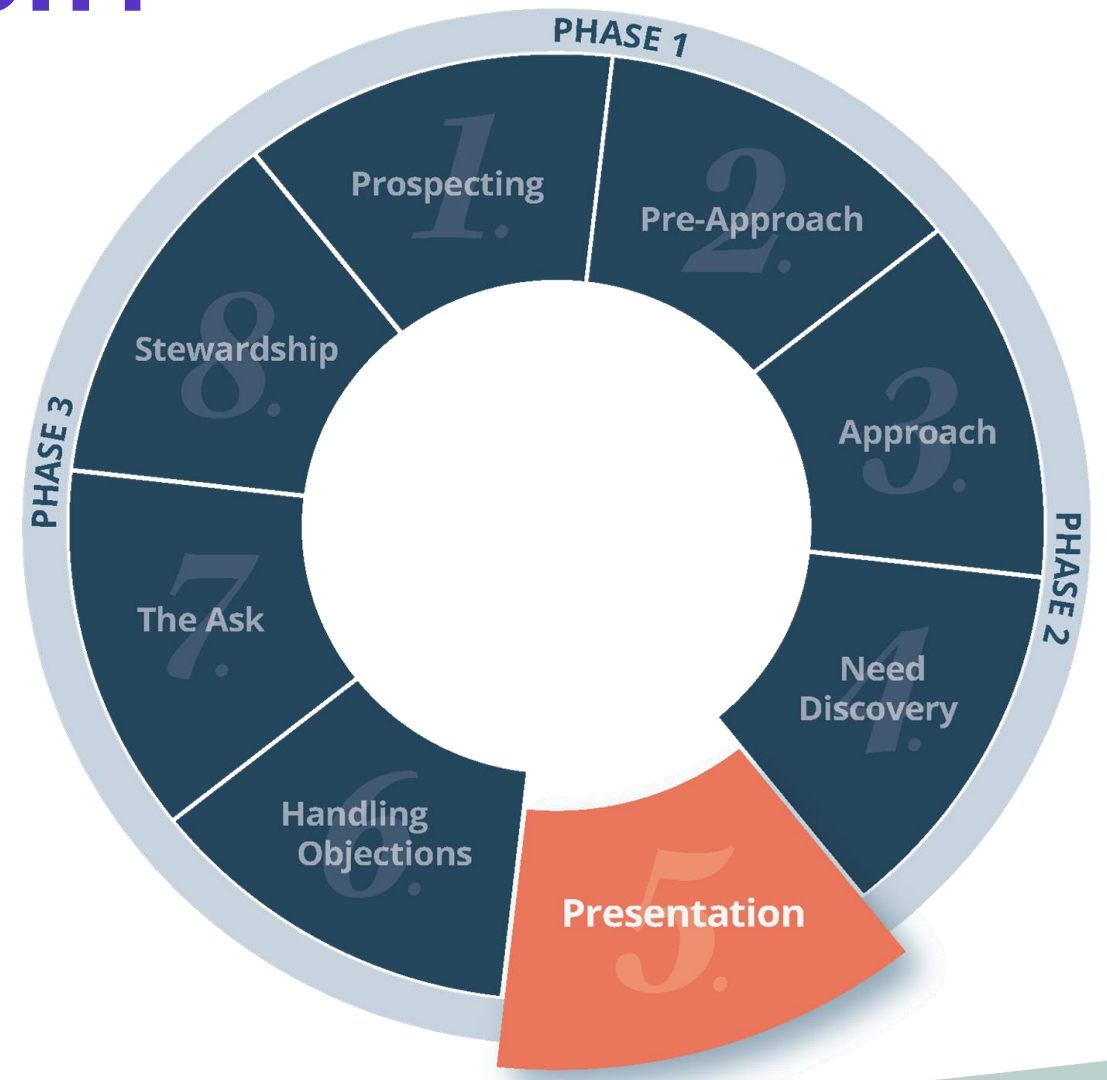
# COMMUNITY SHARE



**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.



# Data vs. Emotion



- **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.

# Units of Conviction

*Precise, carefully prepared building blocks*

**FEATURE**

**BRIDGE**

**BENEFIT**

**EVIDENCE**

**AGREEMENT**

# DRIVER SOCIAL STYLE

## 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?

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*Send them through Q&A!*





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# Connect with Adriana!



**<https://www.linkedin.com/in/adriana-loson-ceballos/>**

# THANK YOU

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CREATE IMPACT.

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