Moderated by:

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FUNDRAISE

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

Jack Alotto, MA, CFRE

Trainer
Fundraising Academy
POLL: Tell us about yourself!

How many years of fundraising experience do you have?
• Explore common “epic fails” and their key contributors, and how to avoid them.

• Reframe “epic fails” as hidden opportunities.

• Develop tools from the Cause Selling Cycle that will help you strengthen your fundraising practice.
1

Recognizing that fundraising is selling.

Share your stories in the chat!
2

Understanding the heart of giving to a nonprofit.

Share your stories in the chat!
Including your board members and major donors in prospecting for other donors.
Researching and anticipating donor questions prior to your meeting.
Recognizing the importance of first impressions when you meet with prospects.

Share your stories in the chat!
Discovering the donor’s interest, values, and motives for making a gift.
Developing and rehearsing your presentation style before you meet.
Developing a positive attitude towards donor objections.
Adopting a closing frame of mind and dealing with rejection.
10

Understanding the role that stewardship plays in retention, loyalty, and attrition.

Share your stories in the chat!
SUMMARY
QUESTIONS?

Send them through Q&A!
Connect with Jack!

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THANK YOU

TAKE YOUR CAUSE AND
CREATE IMPACT.