

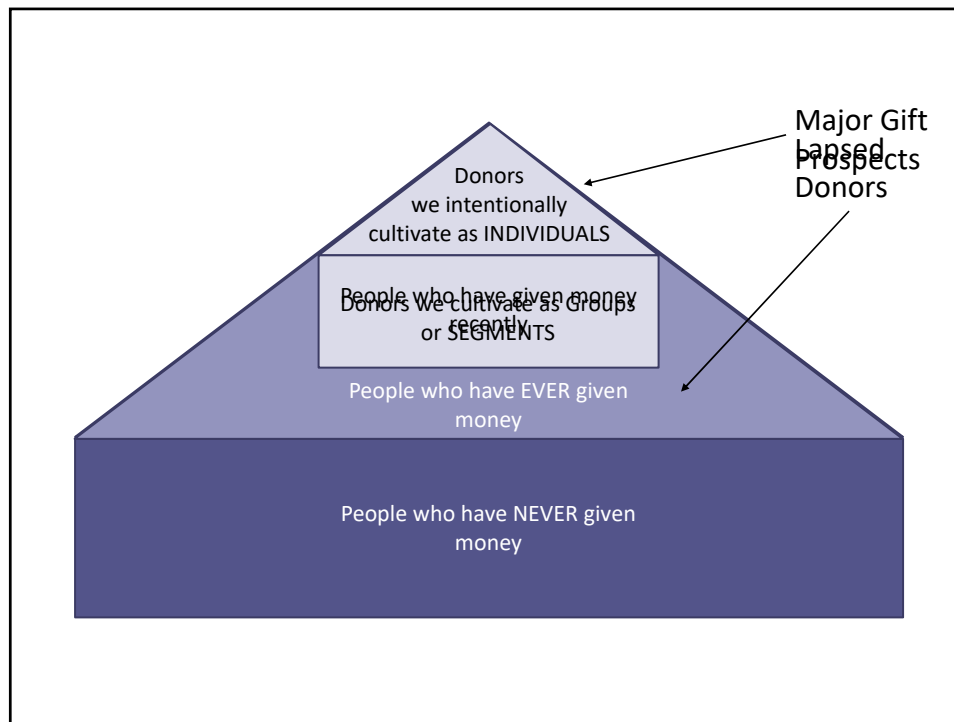
# Getting Through the Fear of Asking for Money in Person

David Allen, Development for Conservation

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## 3 Paradigm Shifts

1. We are **helping donors do something important** just as much as they are helping us
2. Major describes the **decision**, not the person
3. “WHY will they say **YES?**”  
instead of “Why will they say No?”



## Major Gift Fundraising

- Major gift fundraising is about getting to know people – donors – personally.
- To the point that you know WHY they will give something extraordinary for them.
- OR - to the point that you know they have higher priorities elsewhere.

## Major Gift Fundraising

Cultivating, soliciting, and stewarding INDIVIDUAL donors - treating them as individuals - is the primary differentiation between major gift fundraising and all other fundraising.



1. Because they had loved the project area for years
2. Because they love areas LIKE the project area
3. Because they live nearby and would use the project area frequently
4. Because they value access to Nature nearby for health, wellness, and spiritual renewal
5. Because they like the idea of protecting access to Nature for others
6. Because stewardship of the earth is a religious value
7. Because they believe Nature needs to be protected for flora and fauna (Everything needs somewhere to live)
8. Because the property being protected connects other, larger properties
9. For future generations

## Naming Our Fears

1. Reorganize yourselves around the room in small groups of four and five
2. On the paper provided, write down as many fears as you can think of
  - What are you afraid of?
  - What do you think will happen?
  - What do you think will happen to you?

## Transition

- Fold the paper and insert it into the envelope.
- Exchange envelopes with another group (someone may need to do a three-way exchange)
- Open the new envelope

## Label each fear

- A. Things that are extremely unlikely to happen
- B. Things that might happen but that you can prepare for
- C. Things that might happen that you can't have foreseen
- D. Other

## Asking

- Preliminaries
- Introductions
- Establish Common Ground
- Make the case
- Envisioned role for the prospect
- ASK
- Pause
- Close

## The Words

"Would you consider a proposal for \$10,000?"

"Would you make a gift of \$10,000 ?"

"Would you pledge \$10,000 over the next three years?"

"What would you need to know before you could make a commitment of \$10,000?"

## Three Points About Closing

Closing means that you know:

- What's supposed to happen next,
- Who's supposed to do it, and
- By when

Closing means that you have agreed with the prospect on the above, and that you have communicated the detail to the office.

Closing means that you know what you are going to do if it doesn't happen.

\_\_\_\_\_ *feels like an  
important place for me to  
invest my time and money  
because ...*

# DAVID ALLEN

I am a non-profit fundraising consultant. I work with nonprofit boards and staff to help them learn how to be better leaders and advocates. I work almost exclusively with conservation organizations because that is where my heart is.

My background includes 30 years working in membership fundraising, major gift development, communications, and marketing. I worked for about half that time for Nature Conservancy (TNC) chapters in Oregon, Texas, and Wisconsin. In addition to my duties for the individual chapters, I served TNC as an internal fundraising consultant and major gift development trainer.

In 2000, I served as the vice-president of operations for the Wisconsin-based, international conservation organization Sand County Foundation, a position I held through mid-2009.



Gathering Waters Conservancy, a land trust service agency based in Wisconsin, called me in 2004 to ask whether I would be interested in teaching a seminar for Wisconsin land trusts on major donor development. From 2004, then, through 2009, I consulted on a nights and weekends basis with just a few clients each year.

In March of 2009, I launched my consulting business full-time using the name **Development for Conservation.**

Also in 2009, I partnered with Nancy Moore to form **Conservation Consulting Group.** Together we help land trusts by providing needs assessment, strategic planning, and leadership coaching services.

I consider myself a strategic thinker, problem solver, facilitator, educator, and program developer who brings a particular passion for conservation and the environment.

## **Practice Competencies**

### *Fundraising*

- Development Audit
- Strategic Fund Development Planning
- Staff/Board Training and Development
- Major Gift Coaching
- Capital Campaigns: Feasibility, Planning, Management

### *Organizational Development*

- Strategy Development
- Practice & Process Assessment
- Problem Solving Facilitation
- Marketing



**David Allen**

**Development for Conservation**

[David@DevelopmentForConservation.com](mailto:David@DevelopmentForConservation.com)

608-239-5006

608 West Dean Avenue  
Madison, WI 53716

[www.DevelopmentForConservation.com](http://www.DevelopmentForConservation.com)