



Authentic Donor Relationships: The Cornerstone of Philanthropy

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Agenda

- Framing the conversation
- Relationship economy
- Relationships in a culture of philanthropy
- Building and strengthening authentic relationships
- Donor engagement
- Identifying your best practices and planning for 2019-2020



Give and Gets

- What one thing are you going to give to the next 60 minutes?
- What one thing do you hope to get from the next 60 minutes?



Reflection

What donor-relationship accomplishment are you most proud of this year?

When you reflect on it, what feeling or emotion do you have about this relationship?

Share with one of your elbow partners

Share a few with the room

What are the common themes?



Relationship Economy

- What makes a relationship good or authentic?
- What makes a donor relationship good or authentic?
- Similarities?



Fundraising Strategies



Transactional
Special events, direct
response, online
giving



Relational
Major and planned
gifts, mega gifts



A Culture of Philanthropy requires a shift in thinking from transactional giving to relational giving.

Charity



Philanthropy

Problem

About money

Short-term crisis

Organizational needs

Impulsive giving

Short-lived satisfaction

Solution

About mission

Long-term vision

Community needs

Thoughtful investment

Satisfying outcome



Donor Characteristics

Transactional  Relational

Dislikes involvement
Gives to be social
Unwilling to commit to
long term
Write a check and done
Instant gratification
Will not solicit others

Wants deep involvement
Gives to make change
Wants to see change
over time
Makes an investment
Sees value
Will invite others to join



Relationship Giving

People give to people

Right person, time, ask, project

Confidence

Project is worthy and management good

Trust

Organization keeps promises

Stewardship

Gifts are honored, well-managed and appreciated



Knowing Your Authentic Self

Can you build an authentic relationship without knowing your authentic self?

Self-Assessment

Answer the 12 rating questions

Take it home for further reflection



Definition of Authentic Relationships

- Origin of the relationship is agreed on
- Recognized common interest
- Share thoughts and feelings in a relatively unadulterated form



Your Role in Building Authentic Relationships

Doesn't it just come naturally?

- Most people are not born with the natural ability to build authentic relationships
- Recognize the need
- Takes time and effort to develop the skills



7 Habits for Building a Better Relationships

1. Become a great listener
2. Ask the right questions
3. Pay attention to the whole person
4. Remember things important to others
5. Be consistent and manage emotions
6. Be open and share when time is right
7. Genuine, confident, humble, trustworthy, positive and fun



Are You an Active Listener?

Survey

Activities to strengthen your skills

You may not be as good as you could be!



Who Is Your Role Model?

What habits do they do especially well?

When have you seen or experienced them using these skills or talents?

What was your observation or feeling?

How can you aspire to apply what you have learned from them to your work?

Elbow partners and report



Long and Deep

Long is the perspective offered to major donor prospects

- Requires purpose and intentionality

- Requires patience

- Requires planning

Deep is the level of engagement for major donor prospects

- Requires non risk-aversion leadership

- Requires best-in-class expertise

- Requires more time from leadership



What Does Engagement Look Like?

Psychological Engagement

- Relationship the donor BELIEVES they have with the organization
- How warmly a donor feels toward the organization
- Survey measures – we have to ASK

Tangible Engagement

- Intensity of participation (time and resources)
- Behavioral measures – we can SEE



Establishing Best Practices

Think back to the donor-relationship accomplishment you reflected on at the beginning of our conversation

1. What one key strategy did you develop to cultivate that relationship?
2. What behaviors represented tangible engagement by the donor?
3. How did you provide space for the donor to offer more than financial resources?



Establishing Best Practices

Strategy Café

Pick a question on which you would like to share insights

Go to that flip chart and write your response

Discuss with others in your group

Pick one or two key practices and be prepared to share with room



Applying Best Practices

Imagine it is October 2020 and we are at this workshop

Reflect on the donor-relationship accomplishment you want to be able to share with the group.

What are the best practices you are going to employ in 2019-20 to move you toward that donor relationship accomplishment?

Write them down. How will you hold yourself accountable?



Always Position for the Future

Spend time on relationships

Engage your prospects with the cause

Concentrate on the emotional needs of your prospects

Get on their side of the desk

Stress OUTCOMES!! Not activities

Accept their perspective



Remember

This has to be fun, or at least enjoyable, for you and the donor or the behavior will not be repeated

Think about engagement-based relationships you have with other organizations

Make your own largest Major Gift ever this year and see how good it feels!



Thank you!

Birthday Gift!

Plusses and Deltas

Questions and Comments

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