

# Fundraising Communications 3 Engaging Volunteers With Your Case

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**Campbell & Company**

Advancement Planning • Fundraising • Communications • Executive Search

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# Fundraising Communications Webinars (2015-2016)

<b>1</b>	Defining Your Case for Support	<b>Sep 16</b>
	<b>Special</b> Case Messaging For Environmental Organizations	<b>Oct 21</b>
<b>2</b>	Crafting Your Message	<b>Dec 2</b>
<b>3</b>	Engaging Volunteers with Your Case	<b>Feb 10</b>
<b>4</b>	Fundraising Materials that Work	<b>Apr 27</b>
	<b>Special</b> Communicating Your Campaign Case	<b>May 11</b>

FR Communications 1

# Defining Your Case for Support

RECAP

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## Your Case for Support:

It's the **set of messages** that you communicate to **prepare your prospects** for a solicitation.

Your case has  
**three jobs** to do.

Engage and inspire

Create a rationale

Remove obstacles

Context

Where are we?

Impetus

Why is this urgent?

Vision

What will be different?

Credential

Why us?

Plan

What will we do with your gift?

Appeal

What are we asking you to do?

# FR Communications 2

## Crafting Your Message

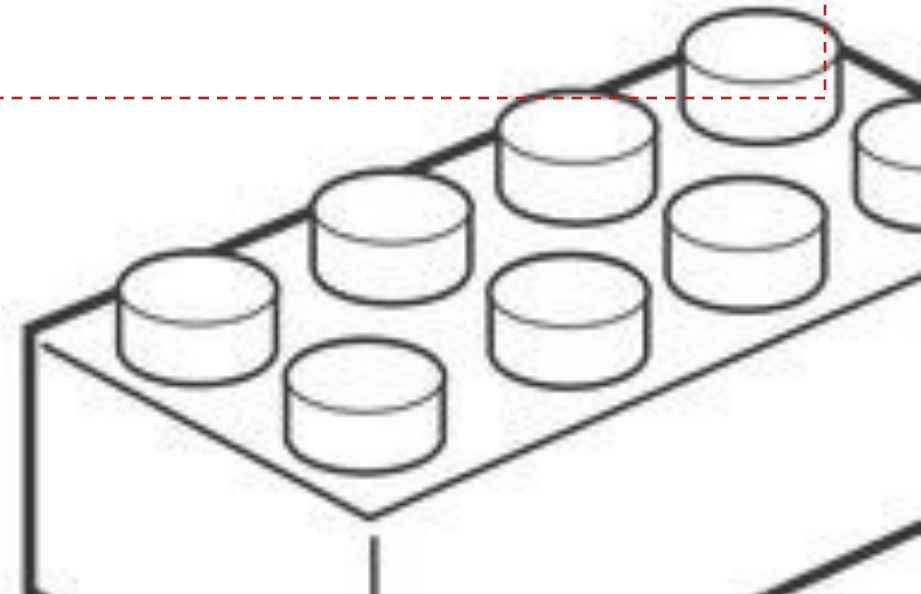
RECAP

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Strong, well-defined messages  
are the building blocks  
of a strong case.



# What makes a good fundraising message?

Makes a **compelling claim**

Creates **immediate understanding**

Works in **conversation**

# FR Communications 3

# Engaging Volunteers With Your Case

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# What's the **problem**?

“My volunteers **won't ask** until they have case materials.”

“My volunteers don't feel **confident** making the case.”

“My volunteers don't seem **fully bought in** to our case.”



Who's your  
**BEST**  
volunteer  
spokesperson?



# Volunteer messengers have **three main jobs.**

Confer **trust**

Convey **passion**

Create a **connection**



# Volunteer messengers **do not\*** need to:

Master the **details**

Make the **ask**



*\*though some will, and that's great!*

# Story Time

## The Accidental Fundraiser





# Volunteers as Messengers

## Essential

Confer trust

Convey passion

Create a connection

## Bonus

Master the details

Make the ask

# Our agenda...

Process

Content

Coaching

Process

Build their

ownership

from the beginning.

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# Big Idea

Your volunteers  
need to feel  
**OWNERSHIP**  
of your case and  
message.



Yes, it's probably

ANOTHER  
COMMITTEE

/work group

/task force

/whatever



# Yes, it's probably **ANOTHER COMMITTEE**

Create a work  
group specifically  
for the case

Work informally  
with a couple key  
volunteers

Use your full  
development  
committee

# Ask some **questions**.

Why do you care?

What do you remember?

What's your favorite story?

# Examine the **answers**.

Where's the energy?

What are people really saying?

What are people not talking about?



# Commit to the **key messages together.**

**1**

It's time for our school to lead in science, too.

**2**

Our new Science Center will totally transform what our students and faculty can do.

**3**

It's the most exciting development on our campus in decades.

**4**

It's urgent that we invest today so that we can open in time for the 2017 school year.

**5**

This is the most ambitious campaign we've ever taken on, but if we get enthusiastic support from everyone who cares about our school, it IS possible.

Try working  
through a  
**presentation,**  
rather than a  
narrative.



# Story Time

The  
Heart of the  
Matter



Content

Give them a message  
they can use.

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# Big Idea

Your message  
needs to be

**EASY**

to deliver.



A simple message they can use

Alzheimer's disease is the  
defining public health  
challenge of our time.

A simple message they can use

No child should miss out  
on a great education  
for financial reasons.

A simple message they can use

This campaign will  
determine our future.



Try a game of  
telephone...



# Story Time

## The Language of Philanthropy



Coaching

Get them ready to  
communicate  
with confidence.

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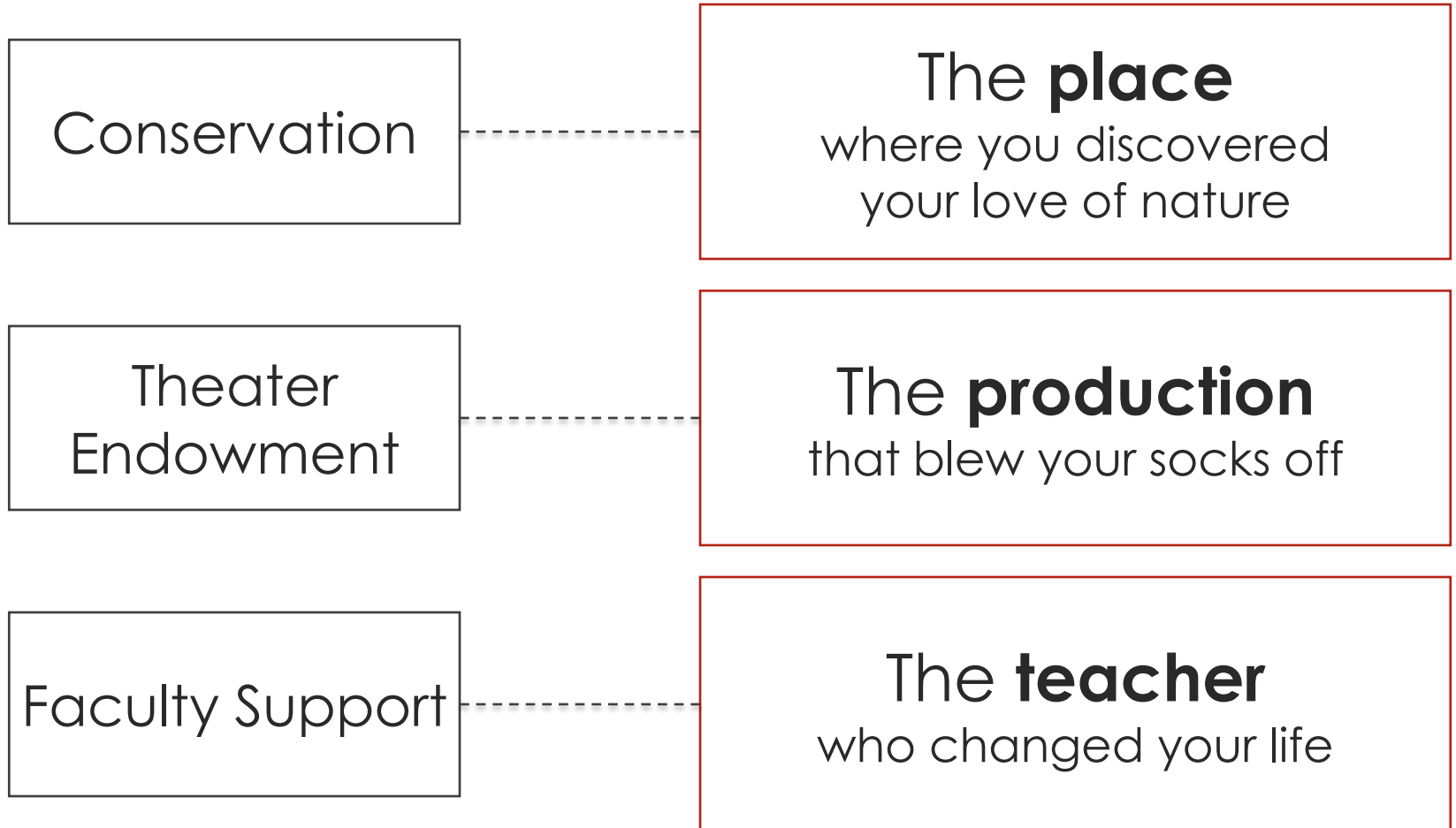
# Big Idea

A little  
**PRACTICE**  
goes a very  
long way.

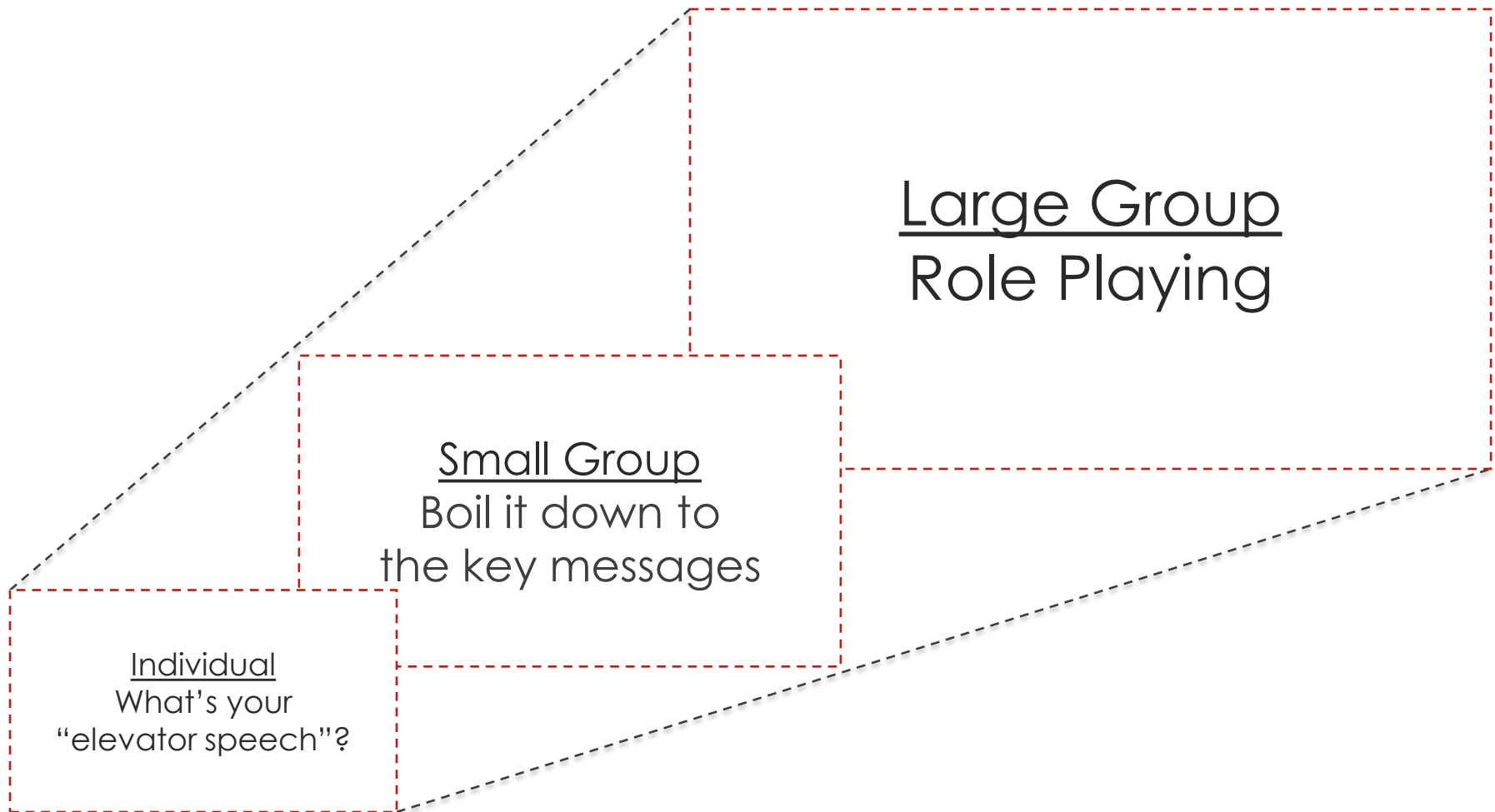


Show them how to  
connect their story to  
your message.

# Stories On Message



# A few simple **exercises**...



# A fun\* exercise:

Express the “big picture” in one sentence.

You get one adjective, max.

No commas.

*\*Not actually fun*



# Everyone loves a cheat sheet.

**1**

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**2**

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**3**

It's the most exciting development on our campus in decades.

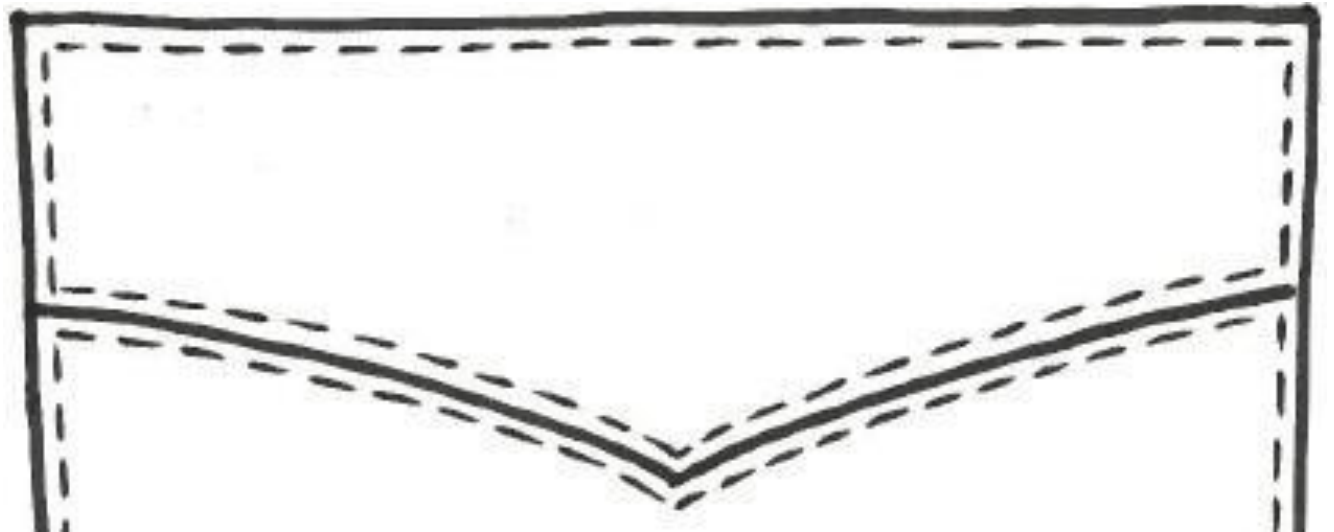
**4**

It's urgent that we invest today so that we can open in time for the 2017 school year.

**5**

This is the most ambitious campaign we've ever taken on, but if we get enthusiastic support from everyone who cares about our school, it IS possible.

How about a  
**pocket card?**



# Story Time

A Star is Born



# Questions?

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# Volunteers as Messengers

## Essential

Confer trust

Convey passion

Create a connection

## Bonus

Master the details

Make the ask

# Process

Your volunteers  
need to feel  
**OWNERSHIP**  
of your case and  
message.



# Content

Your message  
needs to be

**EASY**

to deliver.



# Coaching

A little

PRACTICE

goes a very  
long way.





# Thank you.

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