

Fundraising Communications 3

Engaging Volunteers With Your Case

Andy Brommel

Director, Communications Consulting

February 15, 2017

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Fundraising Communications Webinar Series, 2016-17

How do we **tell our story**
in a **fundraising** context?

Fundraising Communications Webinar Series, 2016-17

1

Defining Your
Case for Support

Oct 5, 2016

What are we
trying to
communicate?

2

Crafting Your
Message

Dec 14, 2016

How do we
express it?

3

Engaging
Volunteers
With Your Case

Feb 15, 2017

How do we get
our **volunteers** on
message?

4

Fundraising
Materials
That Work

May 10, 2017

What **materials**
do we need to
produce?

5

Campaign
Case Dev. &
Communications

Jul 12, 2017

How do we
convey a strong
campaign
vision?

Ask Questions!

*through GoToWebinar
or by e-mail*

We'll answer them in a follow-up video

When
Volunteers Speak

Getting Volunteers
On Message

Building Confidence

Part 1

When Volunteers Speak

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Who's your
BEST
volunteer
spokesperson?



When volunteers speak, people listen.

They're not paid
to say it

We listen to people we
view as successful



They have personal
relationships with the
audience

Sometimes their version
is just better!

What's the **problem?**

“My volunteers **won't ask.**”

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

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



OBSTACLES

that prevent volunteers from sharing your case

Don't understand
role

Uncomfortable with
case

Need something to
leave behind

Haven't made
own gift

Afraid of questions,
being exposed

Volunteer spokespersons have **three main jobs**:

Confer **trust**

Convey **passion**

Create a **connection**



Volunteer spokespersons **do not*** need to:

Deliver **detailed** case

Make the **ask**



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

Volunteers as Spokespersons

Essential

Confer trust

Convey passion

Create a connection

Bonus

Deliver detailed case

Make the ask

When
Volunteers Speak

Getting Volunteers
On Message

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Part 2

Getting Volunteers On Message

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If you want your volunteers to
OWN YOUR CASE,
have them help
BUILD IT.



Yes, it's probably

**ANOTHER
COMMITTEE**

/work group

/task force

/whatever



A few different ways to engage your volunteers...

Create a work
group specifically
for the case

Work informally with
a couple key
volunteers

Use your full
development
committee

Working with volunteers on case development

Retain authorship, ask for input and consensus

Consensus = legitimacy, not unanimity

Be strategic in how you structure their involvement

Ask questions to understand how volunteers are comfortable talking about your organization.

Why are you involved with our organization?

How do you describe our organization to your friends or family?

What kinds of stories or examples do you share?

Choosing your “vehicle” for case development:

Which of these sounds
like the **least** fun?

Let's all work toward
agreement on our top
five donor messages



Then we'll build out
materials based on
those messages

Help us make this
presentation as
powerful as possible



Then you can present
it your own style and
voice

Everyone review this
12-page narrative and
send all of your line
edits back to me



Then we'll revise it,
send it back to you
and do it all again

If you want your volunteers to
SHARE YOUR CASE,
give them
LANGUAGE
THEY CAN USE.



Original Case Statement

According to Feeding America's Hunger in America study, there are over 100,000 food insecure individuals residing within ABC Food Bank's service area, representing an average food insecurity rate of 15.3%. This is well above the national average rate of 12.1% in 2015, and one third of these food insecure individuals do not qualify for federally funded nutrition programs. This leaves many families facing hunger and food insecurity with limited options of support, and forces them to make difficult choices every day between paying bills and buying healthy food.

Despite the significant need, our community lags behind similar metropolitan areas in the regular availability of donated food support through food pantries and food banks. The disparity is especially stark in the availability of healthy foods, fresh produce and meat—all of which require greater resources to provide, transport, keep and distribute. While many neighborhoods and communities in our region have access to local food pantries, their support is frequently limited and variable.

Through this campaign, ABC Food Bank will build on its strength to provide much greater support to its regional network of food pantries, working to ensure that individuals throughout all areas of our community can count on their local food pantry to supply fresh, healthy food multiple times each week. With a visionary investment of \$30 million over the next three years, we will take great strides in reducing our food insecurity rate, bringing it below the national average and well below the average for our peer cities.

This is the largest investment in our future that ABC Food Bank has ever made, and it will require the philanthropic support of our whole community.

Just the Key Messages

1

Hunger in our city is a far greater challenge than most of us realize.

2

Despite all of the need, we're far behind other cities in providing reliable food support for our families.

3

This campaign will transform our city from below average to a model for other cities.

4

We'll do it through the power of our network and partners to reach every neighborhood.

5

A vision this ambitious takes all of us.

Simple language they can use

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

Simple language they can use

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

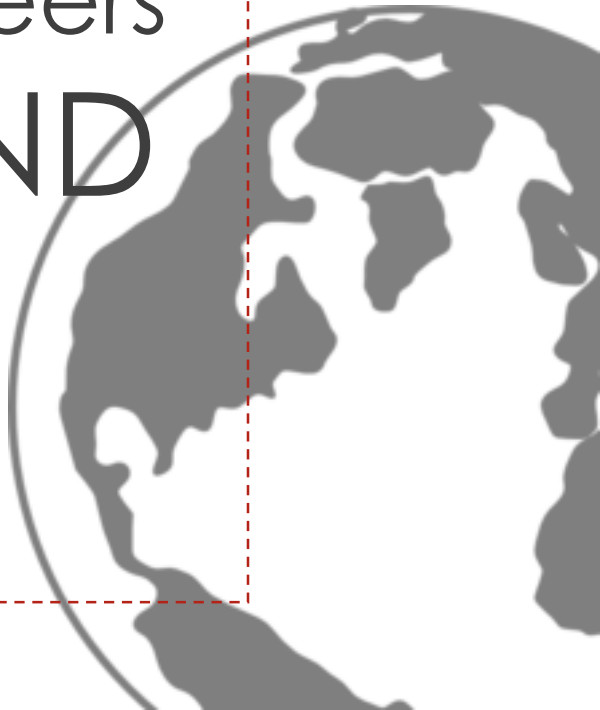
Simple language they can use

This campaign will
determine our future.

Leave room for
your volunteers to
MAKE THE CASE
THEIR OWN.



Notice when your volunteers
**TAKE AN IDEA AND
RUN WITH IT.**



When
Volunteers Speak

Getting Volunteers
On Message

Building Confidence

Part 3

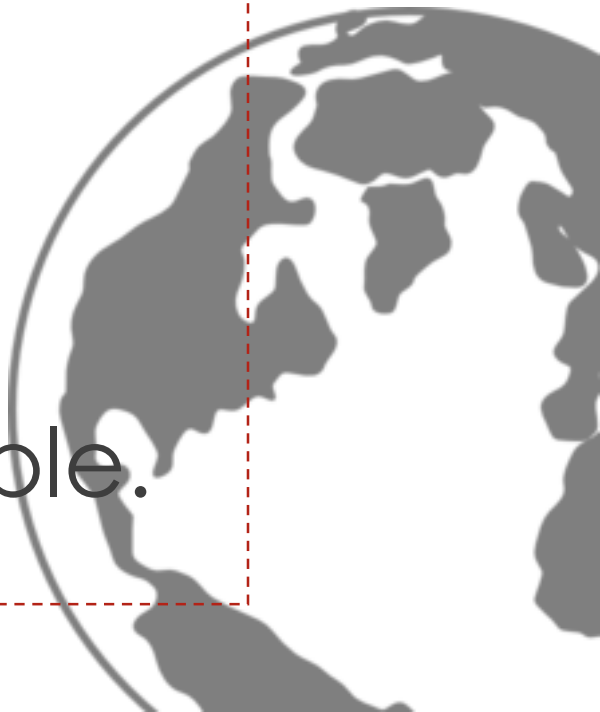
Building Confidence

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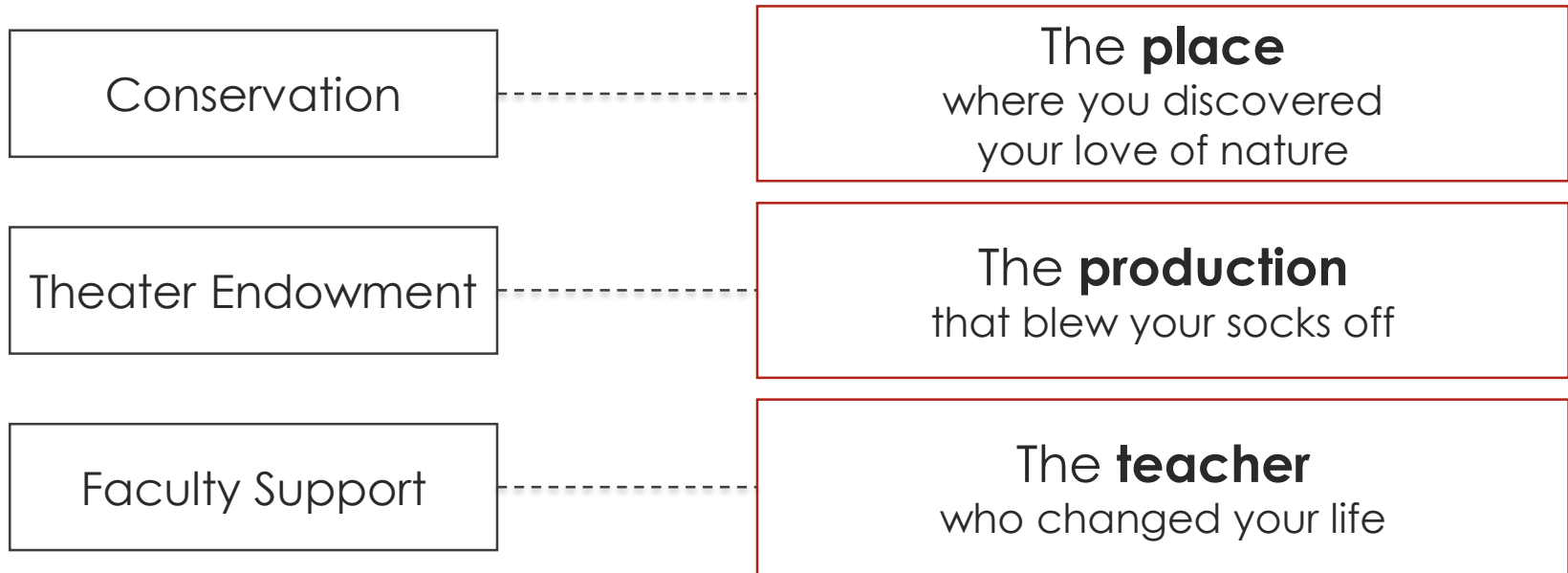
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You simply have to
PRACTICE
OUT LOUD

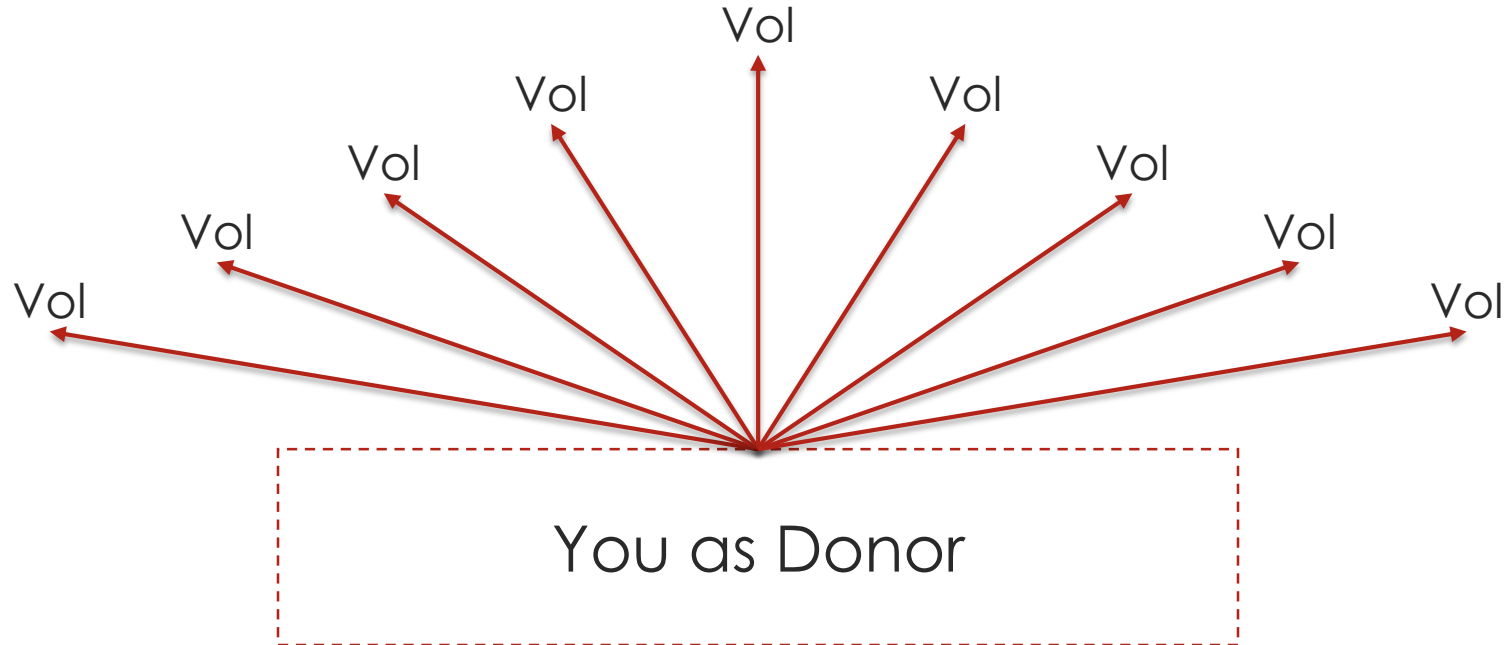
in order to get comfortable.



Ask them to tell a story—and show them how to connect their story to your message.



Have a group of them “joint cultivate” you

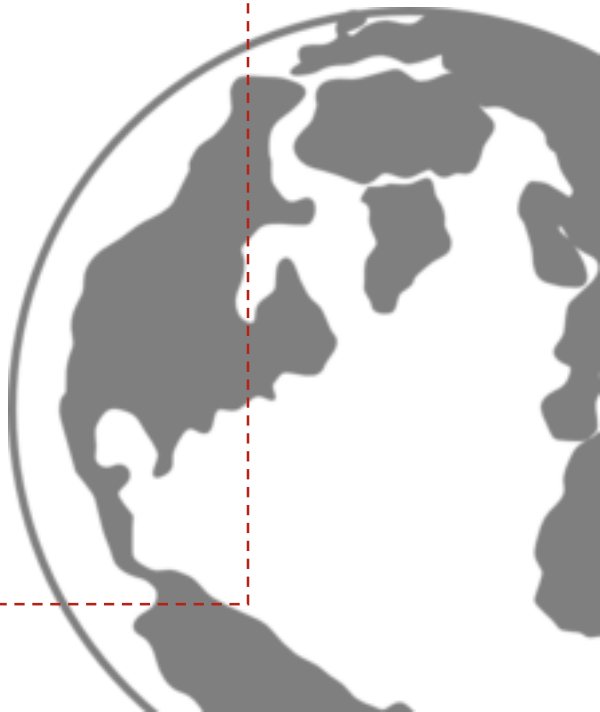


Have them each come up with
their own version of the
“elevator speech” or
conversation opener...

...and try these out
on each other.

And then, of course, there's
traditional donor role
playing—which absolutely
works.

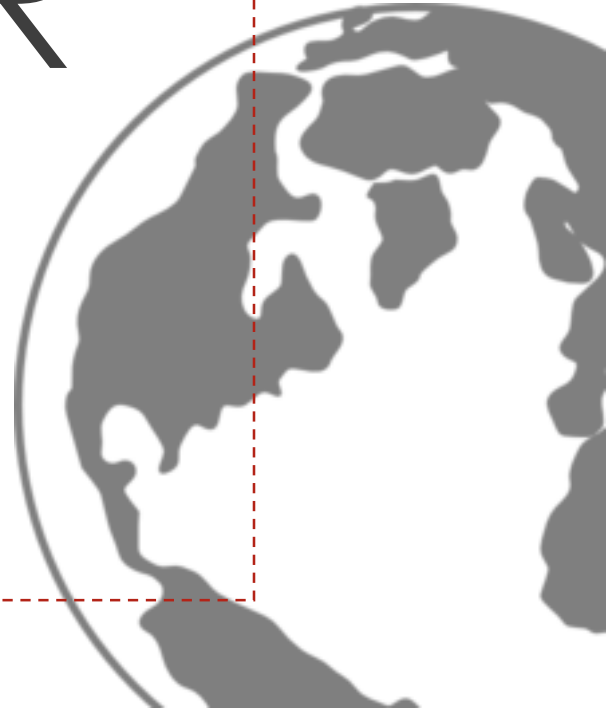
A little
PRACTICE
goes a very
long way.



Help them

KNOW THEIR ROLE

in every important
donor conversation.



Who is doing...

The welcome, niceties, intro

The warm-up/engagement questions

The case presentation

The ask

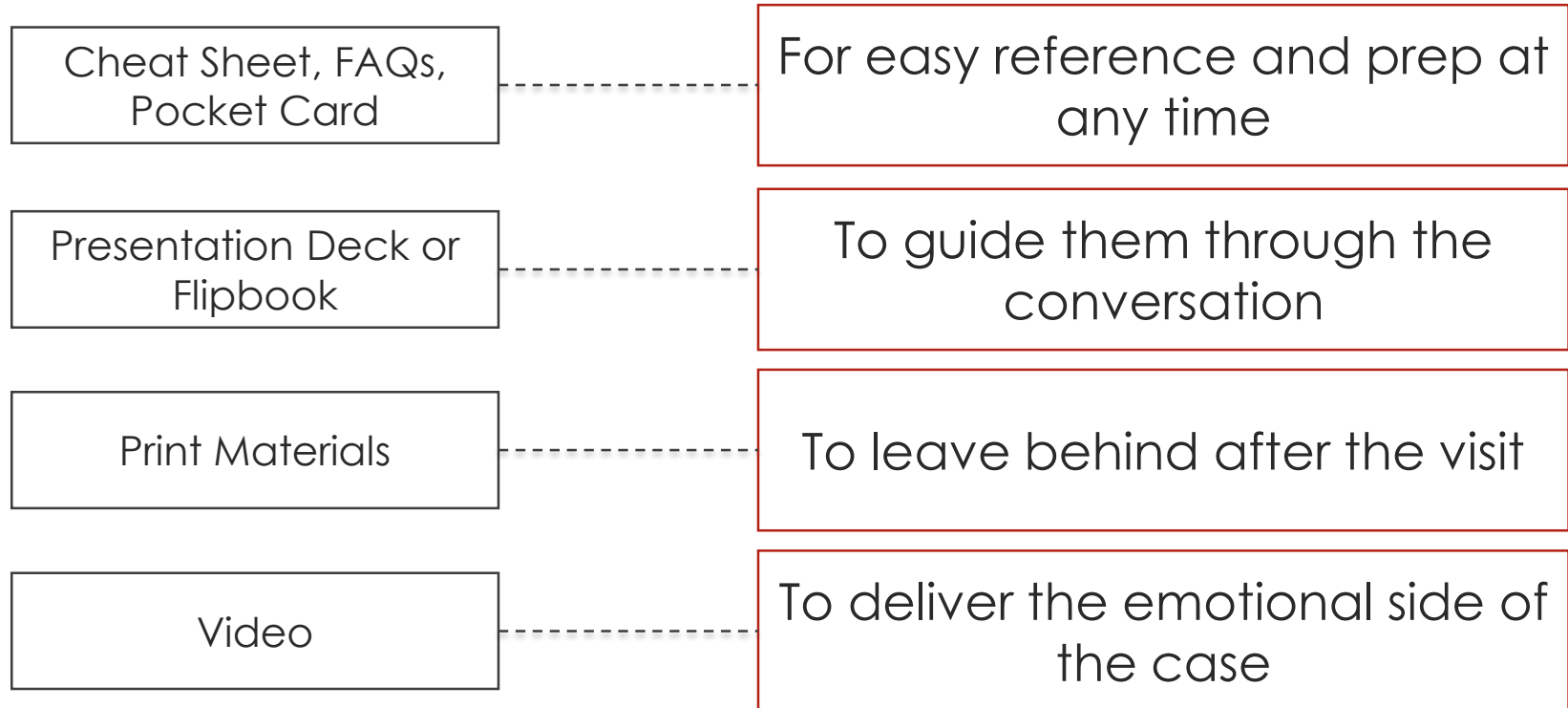
The Q&A

What two or three points
do you want them to
be sure to hit?

EQUIP THEM
for success.



Equip them for success...



Recap

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When volunteers speak, people listen.

They're not paid
to say it

We respect their success



They have personal
relationships with the
audience

Sometimes their version is
just better!

Volunteers as Spokespersons

Essential

Confer trust

Convey passion

Create a connection

Bonus

Deliver detailed case

Make the ask

If you want your volunteers to
OWN YOUR CASE,
have them help
BUILD IT.

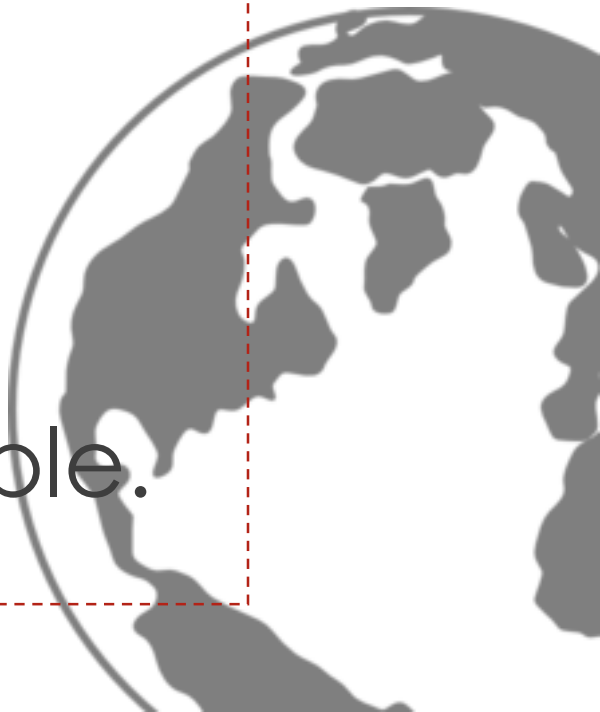


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