



STORY POINT
CONSULTING

Fundraising for Small Nonprofits

Cultivating Donor Support and Timing the Ask

How We Help!

Raising fundraising capacity for non-profit professionals **new** to the sector, or with **minimal** or **no formal training** through coaching, training and consulting projects.





Canadian Indigenous Flag, designed by Curtis Wilson of the Wei Wai Kum First Nation

Knowing Your Story



Understanding what makes you memorable to potential donors.

Understanding Donor Motivation



Crafting your message to appeal to donor motivations.

Speaking persuasively



Tools to speak confidently about your cause.

Timing the "ask"



Considerations for when to ask for a gift.



Where's the fun in fundraising?

“Fundraising is the gentle art of teaching the joy of giving.”
– Henry Rosso





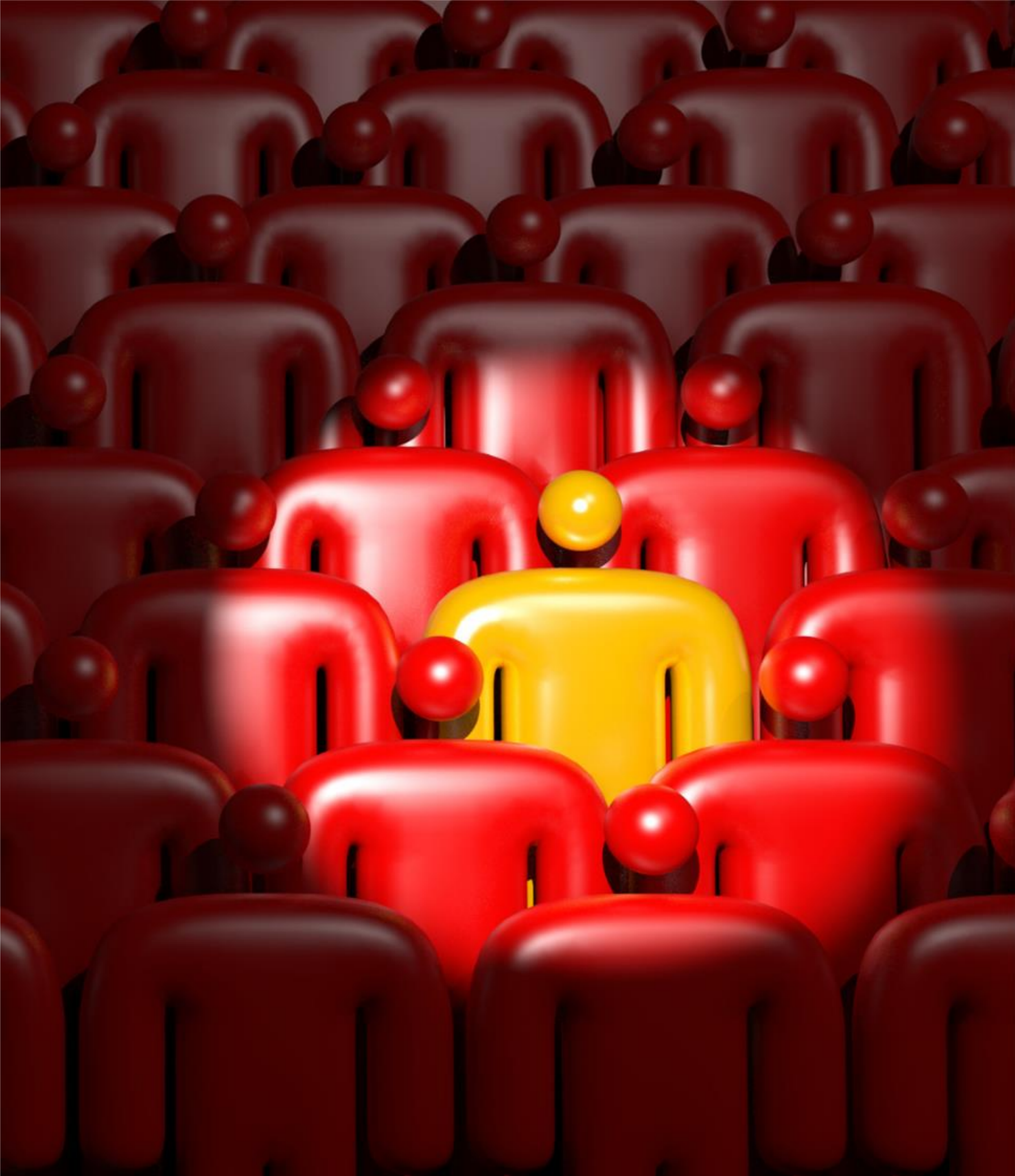
The Value of Your Cause



What's your story?

Your organization's story

Making your story
stand out in the crowd



Characteristics of Memorable Stories



Describe the conflict



Focus on people



Be transparent



Highlight what's important



Source: Shereese Floyd-Thompson, WitnessMyLife.org

How Not to Tell a Story *Stories to Avoid Telling*

Story to Avoid #1:
Exploitative Stories





Story to Avoid #2: Hero Stories

Story to Avoid #3:
Happily Ever After Stories





What is most important to donors?



To Show Gratitude



Moral Obligation



Influence



Convenience

The importance of teamwork





The Case for Support

Communication tool that helps persuade donors to support your cause

Media

Create short video content
to share your story





Be Inclusive

Various forms of generosity exist



Understand your donors

Identify common characteristics of those that support your organization



Strategies for making the ask



Knowing when to make the ask

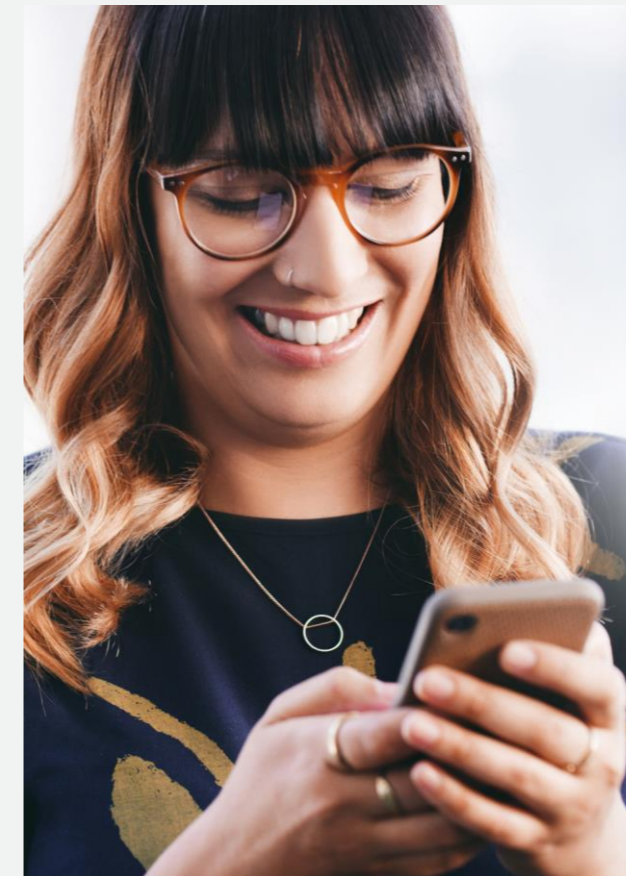
Considerations for timing the ask



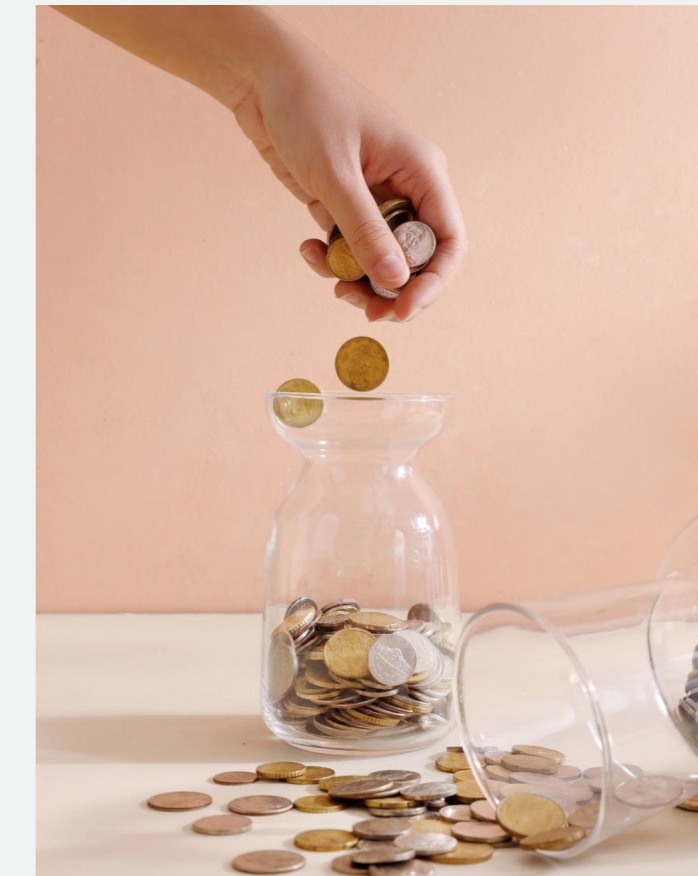
Readiness to give



Engagement



Communication platform



Frequency

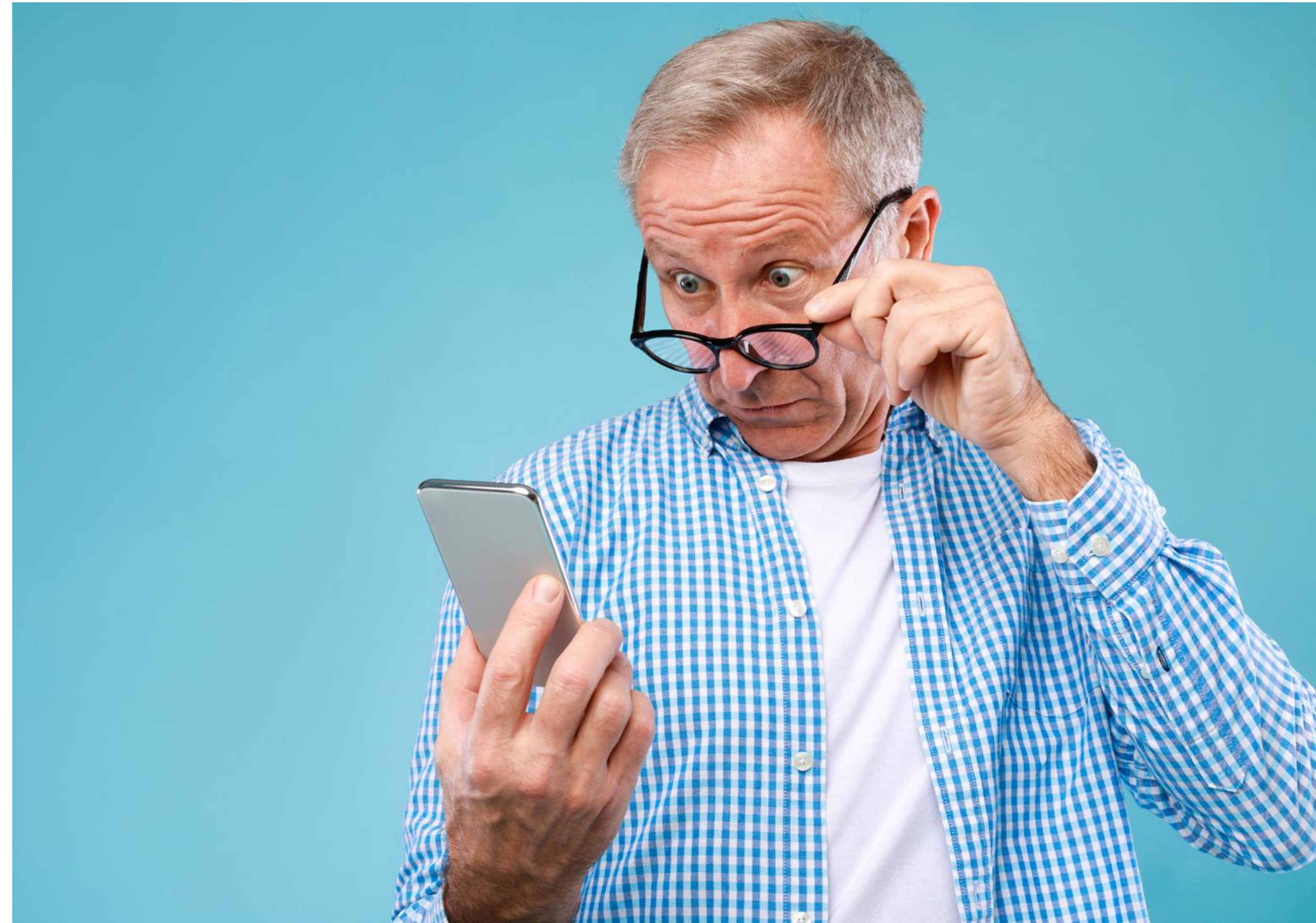
Timing the ask

Setting the stage for
future support



The Shocked Donor

When asking goes wrong



A Success Story

Building a relationship
before the ask





Tips for asking for support

When you are uncomfortable making the ask



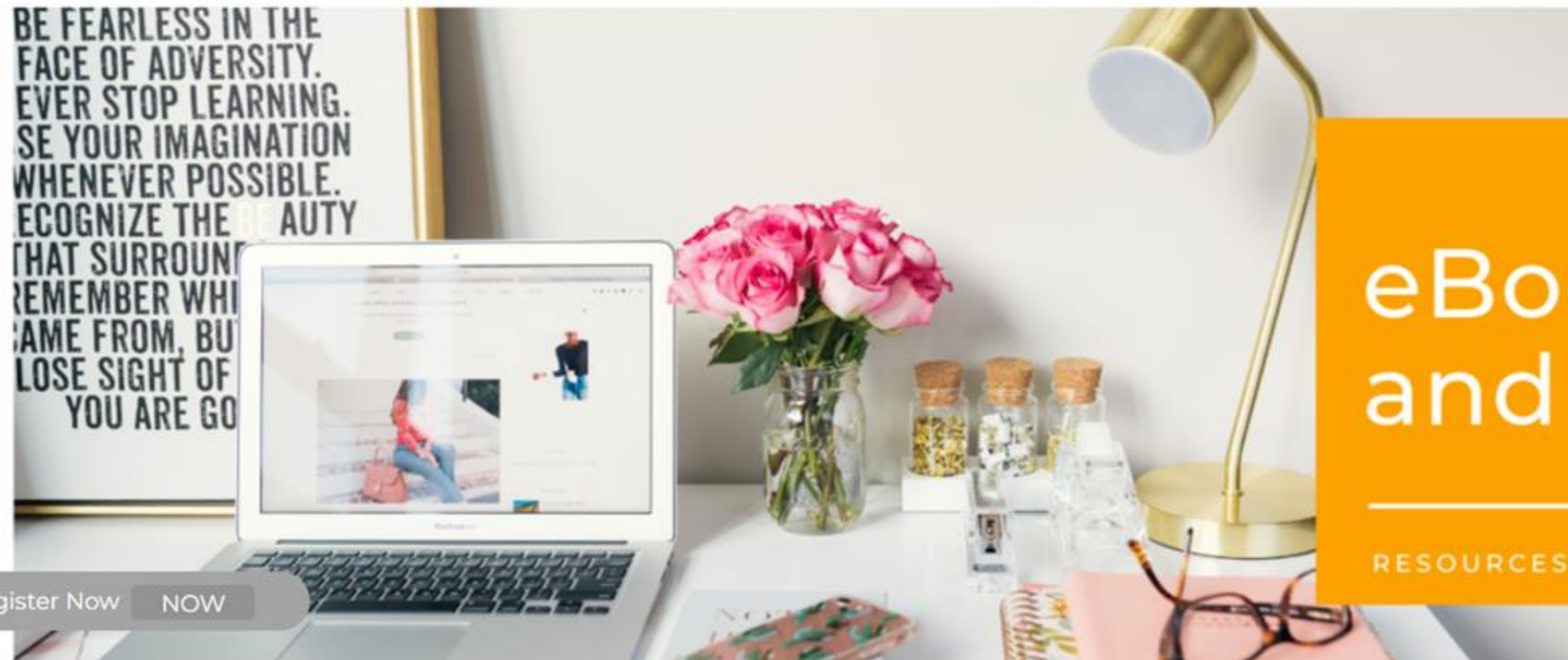
Be clear about what you need



Ask for a specific amount



Thank your donor



Register Now NOW

eBooks, tools
and templates

RESOURCES FROM STORY POINT CONSULTING

Fundraising Templates

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