

Marketing Partnership Opportunities with the Nonprofit Fixer

The Nonprofit Fixer

www.nonprofitfixer.com

Mindset shifts to raise money: One of the biggest things holding back nonprofit organizations from raising more money is mindset. When we shift how we see fundraising, we raise more money, in more ways, more quickly.

First, an exercise: Write down how you feel when you make a donation. You can also ask your Board to do the same thing. I bet you nearly 100% of them will have a positive reaction to making a donation!

Tips for mindset shifts...

1. Fundraising is a joy. We must shift our perspective from seeing fundraising as a chore to an exciting way to invite people to social and environmental change. Asks are invitations. Who doesn't like invitations?
2. Fundraising is simply moving money from where it lives to where it can change lives: from one bank account to another.
3. Try to let go of any hang-ups you have about money (having it or not). Don't make judgments about those who have money or how they got it. Money is neutral. It isn't good or bad. If you have shame around money, or the lack of it, it will affect how you fundraise. Have a group conversation with your staff or board to help unpack feelings about money.
4. Asking for money isn't rude, intrusive, or creating a burden or obligation. Many board members are reluctant to solicit because they don't want to damage a relationship, create guilt or "weirdness," or create an imbalance in their relationship with the donor. Board members and staff in your organization will frequently say they don't want to ask friends, but you'll raise money much faster by asking people you know. You will have to ask 5x as many strangers to get the same money you would if you asked people you know (neighbors, colleagues, friends).
5. Fundraising is a partnership. They are the donor, you are the "doer." Together you make change!
6. You are not asking for a favor; you are doing them a favor by inviting them to help solve something. I can't always give, but I appreciate being included in what's happening in my community or in causes I care about.
7. Be OK with silence after asking for money. Ask and then be silent. And listen closely to what they have to say.
8. No one is offended when you ask for money. They may be irritated if you call during dinner, but asking for a donation doesn't offend anyone.
9. Stop being afraid of rejection. You miss 100% of the swings you don't take. No, doesn't always mean no in fundraising. It could mean "not now" or not for that particular "ask."

10. Create a culture of asking: Everyone in the organization is asking all the time!
11. The number one reason why people don't give? They weren't asked.
12. The number one reason why people give? To feel good. People get a dopamine hit when they do something good, and people like to be seen giving to charity.
13. See abundance. There is a vast number of people to engage for your cause. If you think of money as scarce, you'll think you are taking money from others. You aren't. This is the richest country in the world. There is plenty to go around.
14. Conocimiento - This is a Spanish word that means "Ways of knowing." In a community context, it also means, "Put people before tasks." Fundraising isn't transactional. It's about relationships. Break bread with people instead of only seeing them as ATMs.
15. Be the CEO (The Chief of Enthusiasm and Optimism) in your efforts.
16. Don't be the [buyer and the seller](#). Don't hedge your ask.
17. Benefits, not features - Don't list programs. [Explain the benefits](#) to society. Remember: donors give because they benefit. Explain in the clearest, most specific, and compelling terms that show how the donor benefits from your cause.
18. Sometimes you'll offend a donor by not asking for enough.
19. [Anchoring](#) is a powerful technique to nudge donors and foundations toward the gift amount you desire.
20. The vast majority of donors make less than \$60K. Wealthy people aren't the grand prize. Cultivate a strong network of small donors, also.
21. There is no other part of an organization where people can say that they hate it and it would be okay if someone said, "Oh, I hate programs or AI. I hate finance or "Oh, I hate this part of running the nonprofit." Saying you hate fundraising seems to be the only acceptable part of nonprofit work that people can openly express animosity toward.