

SELF-IDENTIFICATION EXERCISE | FUNDRAISING

Successful fundraising depends on a mix of strengths: some people shine in opening doors, others in nurturing relationships, and others in confidently making the ask. Each role is vital, and when they come together, they create a culture where fundraising feels natural, authentic, and shared.

This short exercise will help you identify your dominant fundraising style — whether you are an Asker, a Connector, or a Nurturer. Knowing your natural inclination not only allows you to contribute in the way that feels most authentic to you, it also helps the board as a whole recognize the diverse strengths around the table.

By leaning into your strengths, and appreciating the different styles of your fellow board members, you help build a collective confidence in resourcing your mission. The goal is not to change who you are, but to name and claim the value you already bring — so together, we can amplify our organization's impact.

Name: _____

Date: _____

Instructions: Rate how you identify with each role in order of 1 through 3:

- 1 = Most dominant type
- 3 = Least dominant type

☐ Asker — *Making the Ask*

Personality: Self-assured, charming, success-oriented, resourceful, assertive, and decisive. May show preference for extroversion.

At Your Best: Self-accepting, authentic, charitable — a role model who inspires others. You believe in yourself and your own value. You bring a resourceful, "can do" attitude and passionate inner drive.

Examples: Madonna, Oprah Winfrey, Bill Clinton, Martin Luther King Jr.

☐ Connector — *Opening the Door, Making an Introduction*

Personality: Optimistic, versatile, playful, and practical. You pursue what you want in life with cheerful determination. Frequently endowed with a quick, agile mind, you can be an exceptionally fast learner. May show preference for extroversion or adapted introversion.

At Your Best: You focus your talents on worthwhile goals, cross-fertilizing areas of interest.

Examples: The Dalai Lama, Benjamin Franklin, John F. Kennedy

☐ Nurturer — *Stewardship*

Personality: Empathetic, sincere, warm-hearted, and friendly. You are encouraging, nurturing, and appreciative — able to see the good in others. You feel it is a privilege to be in the lives of others. May show preference for introversion.

At Your Best: Unselfish and altruistic, with unconditional love for others. Deeply humble, generous, and devoted to serving others.

Examples: Guru Ammaji ("The Hugging Saint"), Bishop Desmond Tutu, Eleanor Roosevelt

Closing Thought

No single style makes a fundraiser — it is the blend of Askers, Connectors, and Nurturers that creates momentum and deepens trust with our community of supporters. By recognizing your natural strengths and those of your fellow board members, you help shape a fundraising culture that is both authentic and effective.

Extrapolated from the Enneagram method

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