

# donor organizer hub

## Host a Kickoff Event: Agenda Checklist

### ☐ Set Context

Provide:

- Group history and mission
- Fundraising team goals
- Why these team members
- Why now

Mission is:

- Participants understand how critical reaching fundraising goals is to the mission of the organization
- Participants can see how their individual efforts can contribute to the larger fundraising goals

### ☐ Share Stories

Some activity options are:

- [Impromptu Networking \(Liberatory Structures\)](#)
- [Nine Whys \(Liberatory Structures\)](#)

Mission is:

- Participants feel connected to how their stories connect to the organization's mission
- Participants feel connected to one another

### ☐ Practice

Some activity options are:

- [The Worst that Can Happen \(Kim Klein - Ctrl+F "The Worst that Can Happen"\)](#)
  - **Ideal for:** limited availability/spaciousness for personal histories with money; concrete reflections for reasons why someone will say no to a fundraising ask
  - Each person imagines asking someone for a relatively large amount of money (anything over \$100)
  - Each person says out loud what they are most afraid might be the outcome of their solicitation

- The facilitator writes down all the feared outcomes
- After this brainstorming session, the group looks at the fears they have listed. They will probably notice that they fall into three categories
  - Fear of things that will definitely happen some of the time (the person will say no).
  - Fear of things that might happen but could be dealt with if they do (the person will ask me for money; the person will ask questions I can't answer).
  - Fear of things that are extremely unlikely to happen (I'll be punched, I'll be sued, I'll throw up).
- The group should discuss each of the fears listed. Are they real? If they are real, do they matter? What is the worst thing that can happen?
- [Yes and No Lists \(Kim Klein - Ctrl+F "Yes and No Lists"\)](#)
  - **Ideal for:** limited availability/spaciousness for personal histories with money; concrete reflections for the common reasons people say yes vs. no to a fundraising ask
  - In this exercise, participants imagine that an acquaintance — someone they like and respect, but don't know well — has come to them, explained a cause he or she is involved in, and asked for a gift. Imagine that the gift is an affordable amount, but not an amount you could give without some thought.
  - For most people, this amount is somewhere between \$50 and \$250.
  - Each participant takes 30 seconds to write down privately on a sheet of paper all the reasons they would say yes to this request.
  - Then, for the next 30 seconds, they list all the reasons they would say no.
  - Asking participants to share their results, the facilitator then writes the "yes" and "no" reasons on two separate sheets of paper, or two columns on a blackboard.
    - Generally, there are more "yes" reasons than "no" reasons.
  - The group discusses the two lists. Looking at the "no" list, these answers fall into two categories:
    - Reasons that are not the asker's fault and that could not be known ahead of time.
    - Responses that appear to be "no" but are really "maybe."
- [Your History with Money](#)
  - **Ideal for:** groups that already have relationships of trust formed with one another
  - Reflection questions on our history with money then transitions to some money agitation questions
  - First round solo journaling, second round sharing in pairs, third round full group reflections
- "I would love to, but..." Improv (inspired by [Wealth Reclamation Academy of Practitioners](#))
  - **Ideal for:** a playful activity that demonstrates the spirit of making an ask (without the need for concrete takeaways)
  - Get into trios, 3 rounds with the following roles to be switched at each round:

- 1 person asker: they continue to ask the person being asked the same question, even as they say no
- 1 person being asked: they continue to say, "I'd love to, but..." as a no answer, even as the asker keeps asking
- 1 person timekeeper
- In each round:
  - Asker shares what they'll be asking the person being asked (ex: "Would you like to come to my house for dinner on Friday?")
  - Timekeeper times 2 minutes for asker/person being asked to act
  - Timekeeper times 2 minutes for reflection

Mission is:

- Participants transform from anxious to empowered when talking about money
- Participants recognize how overcoming money fears is connected to our liberation

## ☐ Take Some Action

Focus on something that will take little training this first time around and can build their sense of efficacy. Some activity options are:

- Idea generation session
- Phone banking potential donors
- Writing thank you notes to donors
- Getting feedback on your fundraising plan
- The only limit is your imagination!

Mission is:

- Participants feel that they already have the skills needed to support your organization's fundraising efforts and can contribute them right away
- Participants develop a sense of camaraderie through active coworking/collaboration together

[Adapted from Grassroots Fundraising Journal's Build Your Fundraising Team: Tools & Rewards by Christa Orth](#)