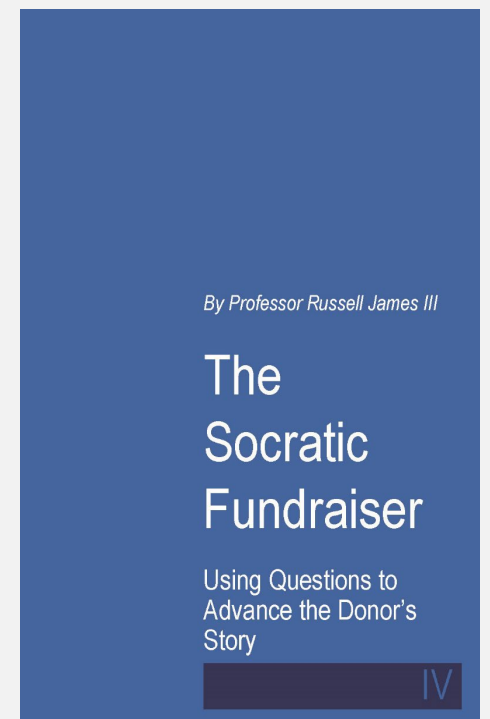
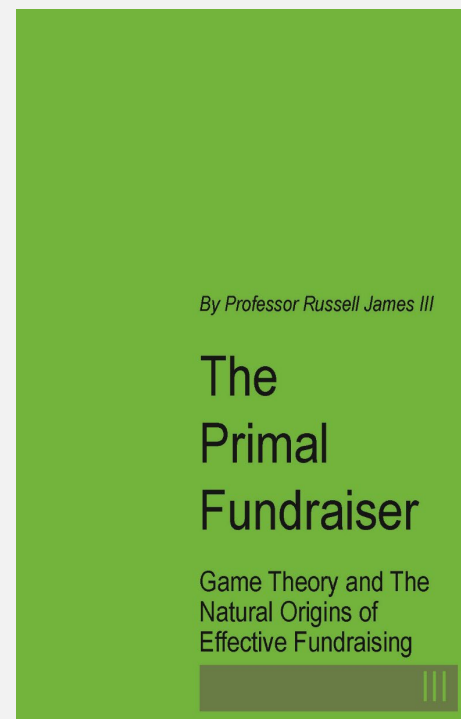
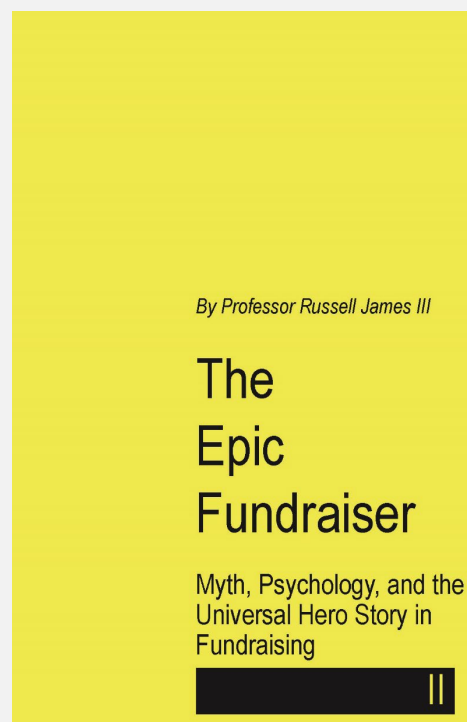
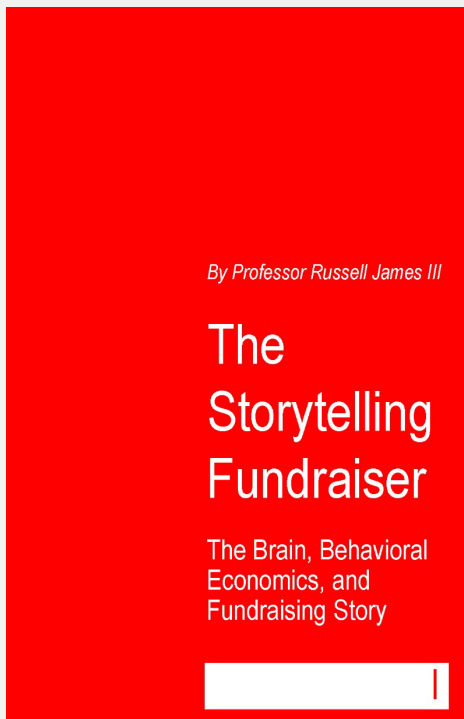


The science and
the scripture of
effective major
gifts fundraising

**2000-year-old best
practices from
1 Timothy 6**





The hidden code

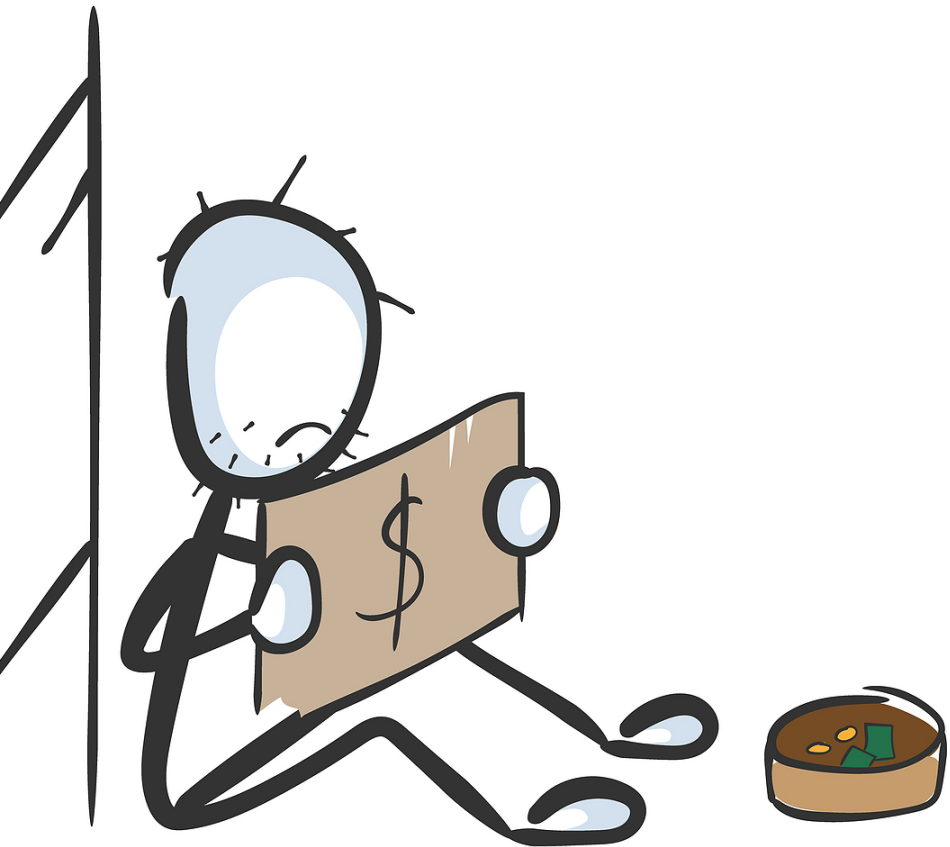
Backstory → *Call to Adventure* → *Climax* → *Resolution*

Original Identity → **Challenge** → **Victory** → **Enhanced Identity**

I teach graduate courses focused on major gifts of assets *as a government employee*. But today I'm not here in my role as a government employee, so you get "The rest of the story."

Key distinction #1: Giving v. sharing

- There are many passages in the Bible about giving. 1 Tim 6:17-19 is different. First, it's about sharing.
- Just as in the Old Testament, there are different rules for different gifts. Unfortunately, we often mix these rules up by using the same English word for two opposite types of gifts:
 - Giving DOWN. Almsgiving (*eleémosuné*): mercy, pity, alms
 - Giving ACROSS. Sharing (*koinónikos*) with the fellowship-community (*koinónia*)



Giving DOWN (almsgiving) matches with begging, not major gifts fundraising

Acts 3:2 “And a man who had been unable to walk from birth was being carried, whom they used to set down every day at the gate of the temple which is called Beautiful, in order for him **to beg for charitable gifts [éleemosúne]** from those entering the temple grounds. 3 When he saw Peter and John about to go into the temple grounds, he began asking to receive a **charitable gift [éleemosúne].**”



Is giving DOWN (almsgiving) to be secretive and hidden? YES!

- Giving DOWN. Almsgiving (*eleémosuné*): mercy, pity, alms
- MT 6:3 “So when you **give to the poor [éleemosúnen]**, do not sound a trumpet before you, as the hypocrites do in the synagogues and on the streets, so that they will be praised by people. Truly I say to you, they have their reward in full. 3 But when you **give to the poor [éleemosúnen]**, do not let your left hand know what your right hand is doing, 4 so that your **charitable giving [éleemosúne]** will be in secret; and your Father who sees what is done in secret will reward you.



Giving ACROSS (sharing) is different!

- In Paul's long fundraising appeal letter in II Cor 8 & 9, there is NO usage of *eleémosuné* (almsgiving). This is NOT giving DOWN. This is giving ACROSS. This is sharing with the fellowship-community.
- II Cor 8:14 "at this present time your abundance will serve as assistance for their need, so that their abundance also may serve as assistance for your need, so that there may be equality;"



Is giving ACROSS (sharing) to be secretive and hidden? NO! NO! NO!

- II Cor 8:24 “Therefore, openly before the churches, show them the proof of your love and of our reason for boasting about you.”
- II Cor 9:2-4 “for I know your willingness, of which I boast about you to the Macedonians, namely, that Achaia has been prepared since last year, and your zeal has stirred up most of them. But I have sent the brothers, in order that our boasting about you may not prove empty in this case, so that, as I was saying, you will be prepared; otherwise, if any Macedonians come with me and find you unprepared, we—not to mention you—would be put to shame by this confidence.”



The main point

- **Koinónikos** is not the same as **eleémosuné**. Sharing with the fellowship-community is not the same as almsgiving. Giving ACROSS is not the same as giving **DOWN**. Don't mix and match these gifts or their rules!
- Begging pairs with almsgiving. Major gifts fundraising is not almsgiving/ giving down/ **eleémosuné**.

*17 **Instruct** those who are rich in this present world not to be conceited or to set their hope on the uncertainty of riches, but on God, who richly supplies us with all things to enjoy. 18 **Instruct** them to do good, to be rich in good works, to be generous and **ready to share**, 19 storing up for themselves the treasure of a good foundation for the future, so that they may take hold of that which is truly life.*



**If it feels like begging,
you're doing it wrong.**

I Timothy

6:17-19

17 Instruct those who are rich in this present world not to be conceited or to set their hope on the uncertainty of riches, but on God, who richly supplies us with all things to enjoy. 18 Instruct them to do good, to be rich in good works, to be generous and ready to share, 19 storing up for themselves the treasure of a good foundation for the future, so that they may take hold of that which is truly life.

Key distinction #2

- There are many passages in the Bible written to the giver.
- This is written to the one who's ministry is to encourage generosity in others: It's written to the fundraiser!
- It outlines the scriptural ministry of major gifts fundraising. I'll call this "Biblical fundraising."
- Let's take a deeper dive into each part of this message.

17 Instruct **those**
who are
rich in this
present
world *not to be
conceited or to set their
hope on the uncertainty
of riches, but on God,
who richly supplies us
with all things to enjoy.*
18 *Instruct them to do
good, to be rich in good
works, to be generous
and ready to share, 19
storing up for
themselves the treasure
of a good foundation
for the future, so that
they may take hold of
that which is truly life.*

THE PEOPLE GROUP

- Biblical fundraising is a **scriptural ministry** focused on the wealthy.
- Ordinary fundraising is just a way to get cash to a nonprofit.

But wait. Isn't this a contradiction?

- The message focuses on bringing this group into community (*koinónia*) through sharing (*koinónikos*).
- James 2:3-4 warns “*and you pay special attention to the one who is wearing the bright clothes, and say, “You sit here in a good place,” and you say to the poor man, “You stand over there, or sit down by my footstool,” have you not made distinctions among yourselves, and become judges with evil motives?*” Notice, this is BREAKING community. “Make distinctions” (*diakrínō*): “literally means, 'to separate throughout or wholly' (*dia*, 'asunder,' *krinō*, 'to judge,' from *kri*, 'separation’)”
- Special ministries to older widows, younger widows, older men, younger men, younger women, and yes, even to those who are rich, need not violate this warning

*17 Instruct **those who are rich in this present world** not to be conceited or to set their hope on the uncertainty of riches, but on God, who richly supplies us with all things to enjoy. 18 Instruct them to do good, to be rich in good works, to be generous and ready to share, 19 storing up for themselves the treasure of a good foundation for the future, so that they may take hold of that which is truly life.*

The “offensive” ministry

THE PEOPLE

- Biblical fundraising is a **scriptural ministry** focused on the wealthy.
- Ordinary fundraising is just a way to get cash to a nonprofit.

80/20? More like 80/2!

- An analysis of 3,576 charities found, “76% of gifts come from 3% of donors.”
- Less than one fourth of the money comes from donations under \$5,000.
- For legacy gifts, it’s even more extreme. **Most charitable dollars come from 0.1% of decedents.**



*17 **Instruct** those who are rich in this present world not to be conceited or to set their hope on the uncertainty of riches, but on God, who richly supplies us with all things to enjoy. 18 Instruct them to do good, to be rich in good works, to be generous and ready to share, 19 storing up for themselves the treasure of a good foundation for the future, so that they may take hold of that which is truly life.*

The authorized advisor

THE RELATIONSHIP

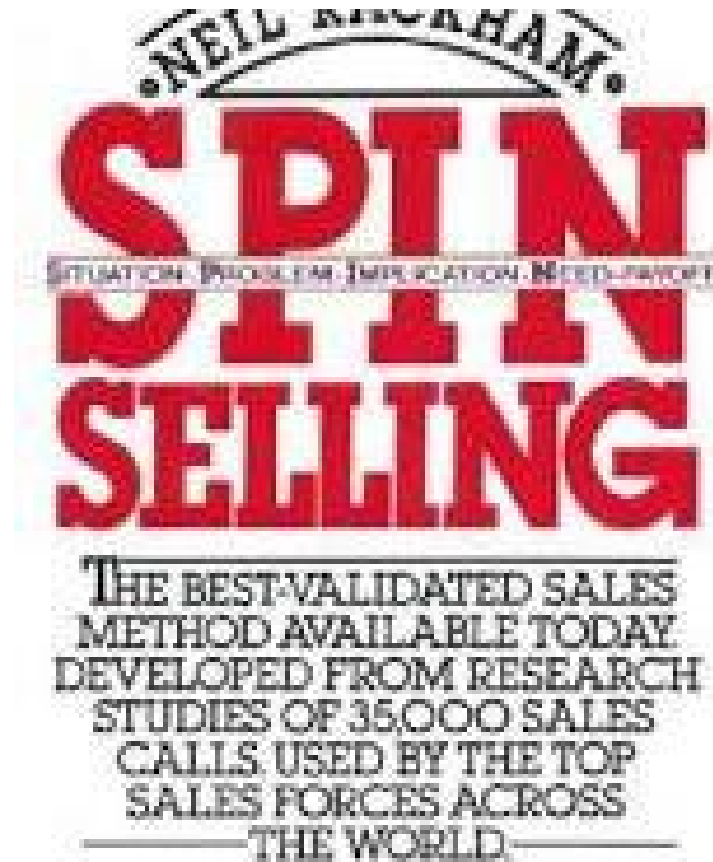
- Biblical fundraising comes alongside (*pará*) the wealthy, in a sincere relationship of ministry, to deliver an authorized message (*ángelle*) about generosity.
 - Instruct (*parángelle*)
- Ordinary fundraising begs from below, attacks from above, or avoids the wealthy.
 - Begging pairs with almsgiving (small gifts).
 - Advising (coming alongside to deliver an authorized message about creating good works and sharing) pairs with major, life investment gifts.



Major gifts and Major transactions

The classic text on major transaction sales, based on 12 years of research and 35,000 sales calls, is the 1980s book *SPIN Selling*

Universal sales: A rose by any other name (but the process is the same)



“To win larger, consultative deals ... salespeople must abandon traditional sales techniques. Rather than twisting their customers’ arms, they need to build value, identify needs, and ultimately, serve as a trusted advisor.”

*17 Instruct those who are rich in this present world **not to be conceited** or to set their hope on the uncertainty of riches, but on God, who richly supplies us with all things to enjoy. 18 Instruct them to do good, to be rich in good works, to be generous and ready to share, 19 storing up for themselves the treasure of a good foundation for the future, so that they may take hold of that which is truly life.*

You're the kind of person who makes gifts like this!

- Biblical fundraising starts by talking about the donors' **identity**: They give because of who they are.
- Ordinary fundraising starts by talking about the nonprofit's identity: They're supposed to give because of who we are.

17 Instruct those who are rich in this present world **not to be conceited or to set their hope on** the uncertainty of riches, but on God, who richly supplies us with all things to enjoy. 18 Instruct them to do good, to be rich in good works, to be generous and ready to share, 19 storing up for themselves the treasure of a good foundation for the future, so that they may take hold of that which is truly life.

It's not an accusation! It describes a desirable long-term, ongoing identity.

- **Not to be conceited:** references an **in-progress continuing process**. “The present infinitive ... pictures the action expressed by the verb as being in progress.”
- **Set their hope on:** is a perfect tense, which in Greek expresses the present result of **a past action**. One interlinear calls it “to have put hope”.

Ex: another perfect active infinitive is Hebrews 11:3b “so that what is seen **has not been made** out of things that are visible.”

17 Instruct those who are rich in this present world

**not to be
conceited or
to set their
hope on the
uncertainty
of riches,
but on God,**

who richly supplies us with all things to enjoy. 18

Instruct them to do good, to be rich in good works, to be generous and ready to share, 19 storing up for themselves the treasure of a good foundation for the future, so that they may take hold of that which is truly life.

What is the donor identity message?

“You’re the kind of person who makes gifts like this.”

You know, Bob, one of the things I appreciate about you is that although you have wealth, you aren’t conceited about it. You don’t let it separate you from others. You have wealth but you haven’t set your hope in it. Instead, you have set your hope on God, who provides these things and even shows us to how enjoy them. In fact, I think you might enjoy the good you could do by funding this new work ...

The power of reminding people of their values

In experiments, reminders make moral values more mentally accessible. They bring the values to the top of the mind. This, in turn, increases actions, including donations, that match those values.

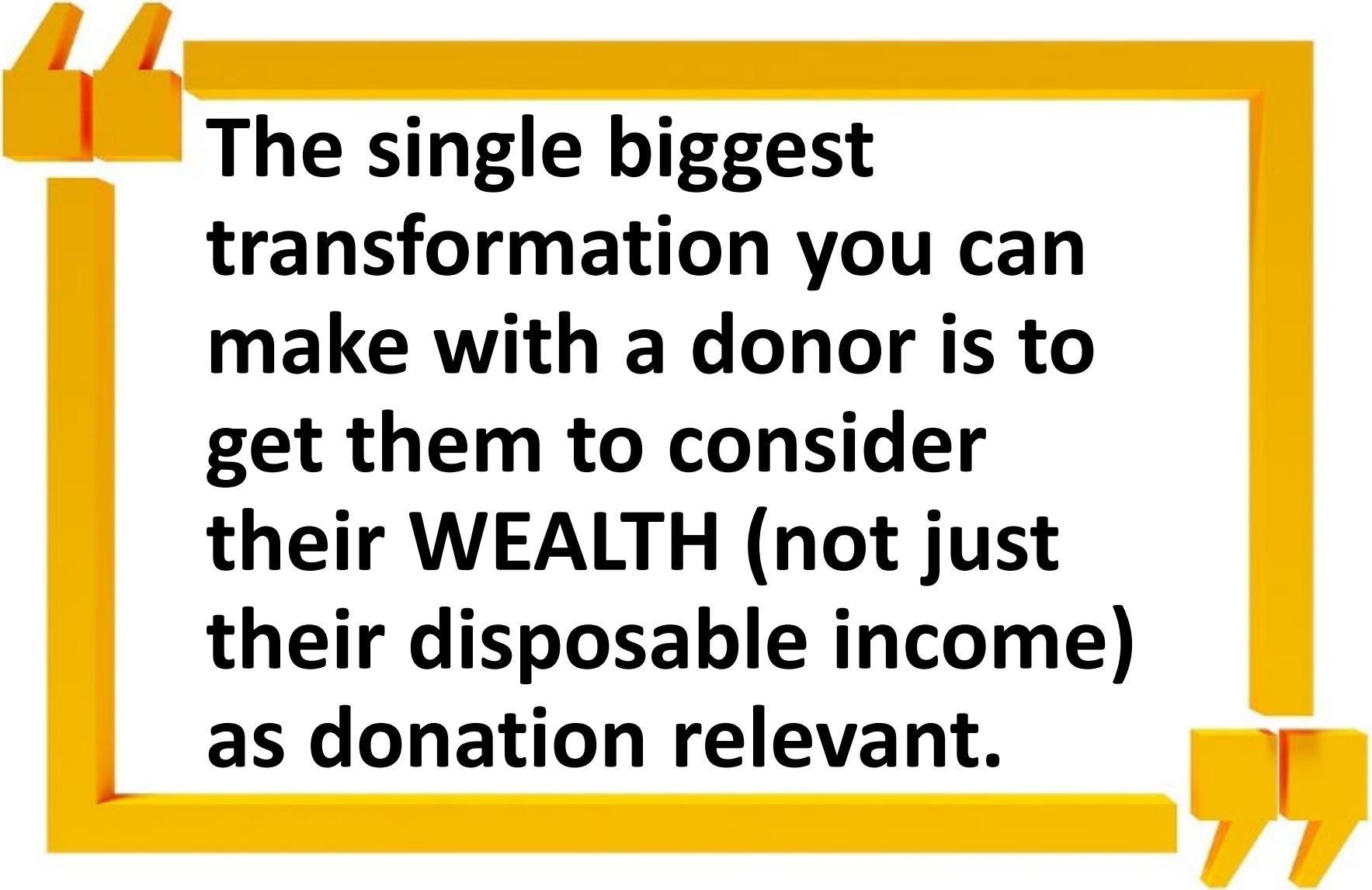


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Let's talk about wealth!

- Biblical fundraising immediately talks about donors' **wealth**.
- Ordinary fundraising fears wealth conversations and stays stuck in the realm of disposable income decisions.

17 Instruct those who are **rich** in this present world not to be conceited **or to set their hope on the uncertainty of riches**, but on God, who **richly** supplies us with all things to enjoy. 18 Instruct them to do good, to be **rich** in good works, to be generous and ready to share, 19 **storing up** for themselves the **treasure** of a good foundation for the future, so that they may take hold of that which is truly life.



The single biggest transformation you can make with a donor is to get them to consider their **WEALTH** (not just their disposable income) as donation relevant.

5-year average growth in total fundraising (2010 to 2015)

NONPROFITS

receiving

ONLY

CASH

gifts

2,548 nonprofits raising \$1MM+ in 2010 reported only cash gifts in 2010 & 2015 on e-file IRS-990

GROWTH

NONPROFITS

receiving

ANY

NONCASH

gifts

4,236 nonprofits raising \$1MM+ in 2010 reported noncash gifts in 2010 & 2015 on e-file IRS-990

GROWTH

NONPROFITS

receiving

SECURITIES

NONCASH

gifts

2,143 nonprofits raising \$1MM+ in 2010 reported securities gifts in 2010 & 2015 on e-file IRS-990

GROWTH

5-year average growth in total fundraising (2010 to 2015)

NONPROFITS

receiving

ONLY

CASH

gifts

2,548 nonprofits raising \$1MM+ in 2010 reported only cash gifts in 2010 & 2015 on e-file IRS-990

11%

GROWTH

NONPROFITS

receiving

ANY

NONCASH

gifts

4,236 nonprofits raising \$1MM+ in 2010 reported noncash gifts in 2010 & 2015 on e-file IRS-990

50%

GROWTH

NONPROFITS

receiving

SECURITIES

NONCASH

gifts

2,143 nonprofits raising \$1MM+ in 2010 reported securities gifts in 2010 & 2015 on e-file IRS-990

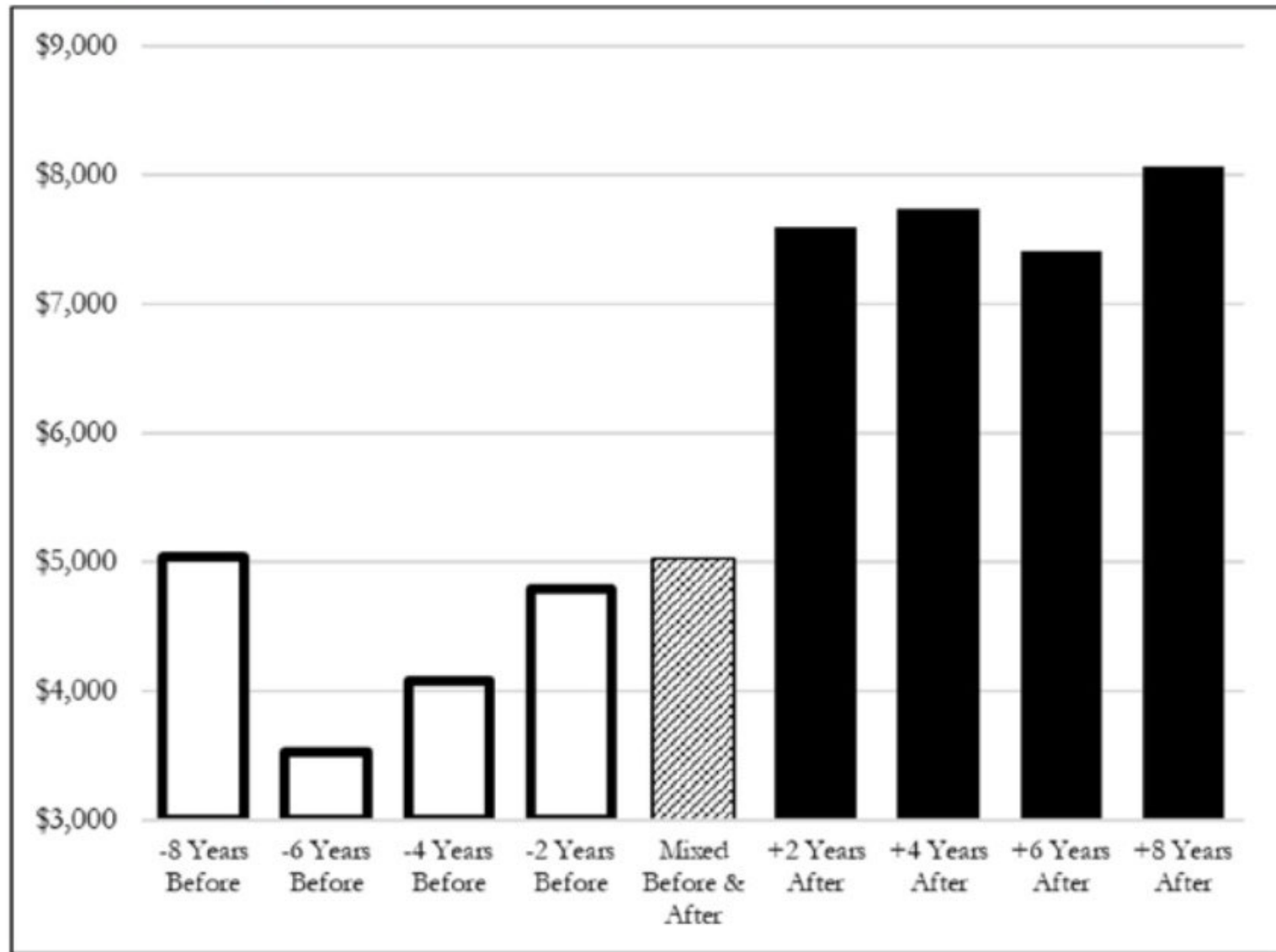
66%

GROWTH

The first time most people ever commit to a gift from their wealth (not disposable income) is in their estate plan

- Estate planning is wealth planning
- Jump back a few sentences: “For we have brought nothing into the world, so we cannot take anything out of it, either.” 1Tim6:7

Figure 1. Average Annual Charitable Donations Before and After Adding Charity to an Estate Plan



James, R. N. III. (2020). The emerging potential of longitudinal empirical research in estate planning: Examples from charitable bequests. *UC Davis Law Review*, 53, 2397-2431 at p. 2422.

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It's time for a joy ride!

- Biblical fundraising is about asking the donor to **enjoy their wealth.**
- Ordinary fundraising is about asking the donor to give up their money

17 *Instruct those who are rich in this present world not to be conceited or to set their hope on the uncertainty of riches, but on God, who richly supplies us with all things to enjoy.*

18 ***Instruct them to do good, to be rich in good works,*** *to be generous and ready to share, 19 storing up for themselves the treasure of a good foundation for the future, so that they may take hold of that which is truly life.*

I don't ask people for money.

I ask people to do things (that cost money).

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*18 **Instruct them to do good, to be rich in good works,** to be generous and ready to share, 19 storing up for themselves the treasure of a good foundation for the future, so that they may take hold of that which is truly life.*

You make beautiful things happen!

- Biblical fundraising is about **the donors' actions and impact** (perhaps using a nonprofit as a helpful weapon or instrument).
- Ordinary fundraising is about the nonprofit's actions and impact (perhaps using a donor's money as a helpful weapon or instrument).

17 Instruct those who are rich in this present world not to be conceited or to set their hope on the uncertainty of riches, but on God, who richly supplies us with all things to enjoy. 18 Instruct

them **to do good, to be rich in good works, to be generous and ready to share,** ¹⁹

storing up for themselves the treasure of a good foundation for the future, so that they may take hold of that which is truly life.

You're an admirable person!

- Biblical fundraising enhances the donor's identity.
- Ordinary fundraising enhances the nonprofit's identity.

*17 Instruct those who are rich in this present world not to be conceited or to set their hope on the uncertainty of riches, but on God, who richly supplies us with all things to enjoy. 18 Instruct them to do good, **to be rich in good works, to be generous and ready to share**, 19 storing up for themselves the treasure of a good foundation for the future, so that they may take hold of that which is truly life.*

Giving vs. Sharing: You're one of us!

- Biblical fundraising enhances the donor's connection to community (*koinónia*) by asking to share (*koinónikos*) with fellow community members.
- Ordinary fundraising allows detachment by asking to give away to outsiders.

*17 Instruct those who are rich in this present world not to be conceited or to set their hope on the uncertainty of riches, but on **God, who richly supplies us** with all things to enjoy. 18 Instruct them to do good, to be rich in good works, to be generous and **ready to share**, 19 storing up for themselves the treasure of a good foundation for the future, so that they may take hold of that which is truly life.*

You're paying it back because you're a good partner!

- Biblical fundraising emphasizes **reciprocity** for the good things that God and the fellowship community have shared with the donor.
- Ordinary fundraising asks for a disconnected transfer to outsiders.

17 Instruct those who are rich in this present world not to be conceited or to set their hope on the uncertainty of riches, but on God, who richly supplies us with all things to enjoy. 18 Instruct them to do good, to be **rich** in good works, to be **generous** and ready to share, 19 storing up for themselves the treasure of a good foundation for the future, so that they may take hold of that which is truly life.

This is about giving BIG!

- Biblical fundraising boldly encourages **rich, generous** gifts.
- Ordinary fundraising timidly asks small and safe.

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This is an investment with real permanence!

- Biblical fundraising delivers lasting results.
- Ordinary fundraising focuses only on getting cash now.

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This is the best deal ever: A superior life experience

- Biblical fundraising delivers ultimate **value** to the donor: a superior life experience.
- Ordinary fundraising delivers value only to the nonprofit.

So that they may take hold of that which is truly life: • To do good • To be rich in good works • To be generous and ready to share • Storing up for themselves the treasure of a good foundation for the future

No one
wants this as
an obituary



In Memory

He made a lot of
money.
The end.

Who
wouldn't
want to
trade it for
this one?

Isn't this
offering a
better deal?



In Memory

He really took hold of
that which is truly life!
He did a lot of good!
He was so rich in good
works! He was always
generous and ready to
share! He stored up for
himself the treasure of a
good foundation for
the future!

17 Instruct those who are rich in this present world not to be conceited or to set their hope on the uncertainty of riches, but on God, who richly supplies us with all things to enjoy. 18 Instruct them to do good, to be rich in good works, to be generous and ready to share, 19 storing up for themselves the treasure of a good foundation for the future, so that they may take hold of that which is truly life.

Fundraiser empowerment!

1. Yours is a scripturally commanded ministry.
2. You are an authorized messenger.
3. You can come alongside the rich – these status differences are temporary and tentative.
4. You encourage wealth sharing, not just disposable income “almsgiving.”
5. You are offering the best deal ever. They get...
 - To enjoy their wealth
 - To create good works
 - To do good
 - To become generous and sharing
 - To store up treasure for the future
 - To take hold of a superior life experience

17 Instruct those who are rich in this present world not to be conceited or to set their hope on the uncertainty of riches, but on God, who richly supplies us with all things to enjoy. 18 Instruct them to do good, to be rich in good works, to be generous and ready to share, 19 storing up for themselves the treasure of a good foundation for the future, so that they may take hold of that which is truly life.

Why are there so many messages?

1. You're the kind of person who makes gifts like this!
2. Now is the time to decide what to do with your temporary wealth!
3. It all comes from God, anyway!
4. It's time for a joy ride!
5. You make beautiful things happen!
6. This is about giving BIG!
7. You're an admirable person!
8. You're one of us!
9. You're paying it back because you're a good partner!
10. You're making an investment with real permanence!
11. This is the best deal ever – a superior life experience!

Analysis of reasons why Billionaires pledge at least half their wealth to charity (2021)

Schmitz, H. P., Mitchell, G. E., & McCollim, E. M. (2021). How billionaires explain their philanthropy: A mixed-method analysis of the giving pledge letters. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*, 32(2), 512-523.

Table 3 Explanations for giving

Code (<i>n</i> = 187)	Coding description	References and alternative terminologies in the literature
Impact/making a difference; mentioned in 79 letters (42.20%)	Use of terms such as “impact,” “benefit to others,” “making a difference”; references to solving societal problems, instrumental use of wealth, or helping others	Breeze and Lloyd (2013) (belief in cause); Schervish (2005) (hyperagency, urgency, effectiveness); Sadeh et al. (2017); Worth et al. (2019) (impact)
Gratitude toward others (based on past experiences), mentioned in 70 letters (37.40%)	Use of terms such as “gratitude,” “giving back,” “being blessed,” “being lucky” (personal benefits received from society in the past prompt wanting to help others, “pay it forward”)	Ostrower (1995) (obligation); Worth et al. (2019) (reciprocity); Hickman et al. (2015) (responsibility); Sadeh et al. (luck/good fortune)
Personal gratification (resulting from current giving); mentioned in 54 letters (28.88%)	Use of terms such as “enjoyment,” “satisfaction,” “psychological returns,” or “pleasure” (personal benefits experienced while giving prompt more giving)	Breeze and Lloyd (self-actualization); Ostrower (1995) (reward, joy); Sadeh et al. (2017) (warm glow); Worth et al. (2019) (benefits)
Family upbringing; mentioned in 47 letters (25.13%)	Description of how giving was learned at young age from parents and other family members	Ostrower (1995); Schervish (2005) (models of experience from one’s youth)
Stewardship; mentioned in 24 letters (12.83%)	Statement that wealth is not their own; use of terms “stewards” or “trustees”; references to abstract principles of justice or equality	Worth et al. (2019) (altruism based on moral values)
Inheritance causing harm to offspring; mentioned in 20 letters (10.16%)	Statement on how a large inheritance can harm offspring	Sadeh et al. (2017); Worth et al. (2019) (limit inheritance to heirs)
Excess wealth; mentioned in 19 letters (11.11%)	Reference to having more wealth than personally needed and/or possible to spend in a lifetime	Breeze and Lloyd (2013) (surplus money); Sadeh et al. (2017) (no other need); Ostrower (1995); Schervish (2005) (discretionary resources)
Legacy; mentioned in 15 letters (8.02%)	Term “legacy” used	Worth et al. (2019) (Tradition/legacy/memorial)
Religion/spirituality; mentioned in 14 letters (7.49%)	Reference to religious or spiritual texts or inspiration	Ostrower (1995); Schervish (2005); Worth et al. (2019) (obligation of religious faith)

1. You're the kind of person who makes gifts like this!
2. Now is the time to decide what to do with your temporary wealth!
3. It all comes from God, anyway!
4. It's time for a joy ride!
5. You make beautiful things happen!
6. This is about giving BIG!
7. You're an admirable person!
8. You're one of us!
9. You're paying it back because you're a good partner!
10. You're making an investment with real permanence!
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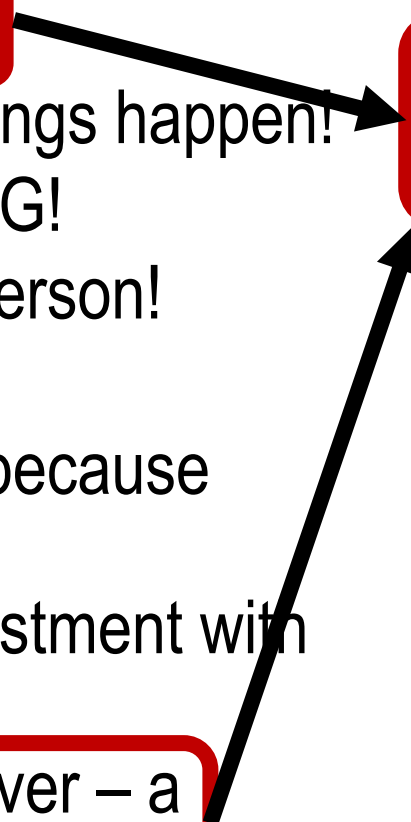
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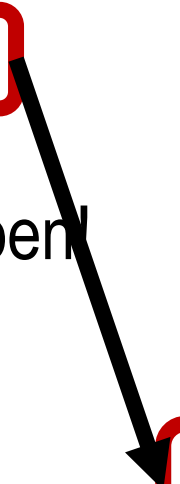
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Impact/ment (42.2%)	to others," giving health, or
Gratit on p men (37.4%)	back," benefits wanting to
Person from men (28.1%)	action," personal more
Famil in 4	young age
Stewa lette	of terms abstract
Inheri offsp lette	farm
Exces letter	onally time
Legacy; men (8.02%)	
Religion/spirituality; mentioned in 14 letters (7.49%)	Reference to religious or spiritual texts or inspiration

- Billionaires pledging ½ of their wealth to charity.
- The A.D. 2020's list looks like Paul's A.D. 60's list.
- Except, it's actually not a list ...

17 Instruct those who are rich in this present world not to be conceited or to set their hope on the uncertainty of riches, but on God, who richly supplies us with all things to enjoy. 18 Instruct them to do good, to be rich in good works, to be generous and ready to share, 19 storing up for themselves the treasure of a good foundation for the future, so that they may take hold of that which is truly life.

It's not a list. It's a story.

A story progresses through

1. Backstory and setting

These establish motivation from the main character's original identity.

2. The call to adventure

This is the main character's challenge.

3. Climax and resolution

These show the main character's victory and altered identity.

Effective fundraising story hinges on the donor's action – the gift. Thus, the donor is a main character. The donor's story can progress through these same story steps.

Challenge



Identity ← Victory

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Advance the donor's story

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Who is the main character?



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Who is the main character?

The high-capacity donor. **To those who are rich in this present world**



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What is the main character's backstory?



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What is the main character's backstory?

Not conceited (*an in-progress continuing state*)

Not having set their hope (*the present result of a past action*) **on the uncertainty of riches, but on God, who richly supplies us**

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This is the main character's challenge.

3. Climax and resolution

These show the main character's victory and altered identity.

What is the setting?

This is the land of wealth sharing, not disposable income giving.

1. Who are rich, 2. Uncertainty of riches, 3. Richly supplies, 4. Rich in good works, 5. Storing up for themselves treasure

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What is the main character's challenge?

be generous and ready to share



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What is the main character's victory?

... with all things to enjoy... to do good, to be rich in good works, ... storing up for themselves the treasure of a good foundation for the future

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The donor's story overview

<i>Backstory</i> → <i>Call to Adventure</i> → <i>Climax</i> → <i>Resolution</i>			
<p>“Not to be conceited [<i>an in-progress continuing state</i>] “Not ... to set their hope [<i>the present result of a past action</i>] on the uncertainty of riches, but on God”</p>	<p>“be generous and ready to share”</p>	<p>“do good” “be rich in good works”</p>	<p>being richly supplied and enjoying wealth; doing good; being rich in good works; being generous; being connected to community (sharing); storing up treasure for the future; taking hold of that which is truly life</p>

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The donor's story overview

In a story set in the land of temporary wealth, the donor, motivated by his backstory (not being a disconnected, self-focused, money-trusting, God-ignoring, ungrateful, precarious wealth holder), receives a “call to adventure” to share generously from a guiding authorized messenger. This adventure leads to a victory (doing good, creating good works) and an enhanced identity (being a connected, impactful, generous, God-trusting, reciprocating, enduring wealth enjoyer).

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Is your major gifts fundraising missing any story elements: Call to adventure? Connected with the donor's backstory (identity from his people, values, and life story)? Set in the land of wealth sharing? Resulting in a victory? With a resolution confirming the donor's enhanced identity?

The science and
the scripture of
effective major
gifts fundraising


**2000-year-old best
practices from
1 Timothy 6**





Work with at least one other person and discuss these questions:

- What ideas connect for you?
- What do you like (or not like) about this approach? Why?
- Does this change or reinforce anything you feel about the fundraiser's role, relationship, or message?

A man in a white dress shirt and a red patterned tie is shown from the chest down. His arms are crossed, and his right hand is pointing towards the text on the left. The background is plain white.

—

All this
“theory” is
nice, but how
do I ask people
to give money?

Let's get
practical!



First, we'll look
at examples
from non-
religious
fundraising

Let's get
practical!



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Universal story elements

Backstory → *Call to Adventure* → *Climax* → *Resolution*

Original Identity → **Challenge** → **Victory** → **Enhanced Identity**

Or simply



The ask meeting

Challenge



Identity ← Victory

- The fundraising ask shouldn't be just a "naked" challenge
- It should be part of the full story cycle.

The ask meeting: Review



Describe and confirm the donor's identity connections:

- Original Identity → Challenge

They are the kind of person who makes gifts like this

- Victory → Enhanced Identity

Creating this “good work” will be personally meaningful to them

Make the story cycle ask

Challenge

[1] ↗

↘ [3]

Identity ← **Victory**

[2]

[1] Identity → Challenge
“You have *[describe connection with donor’s identity]*”

[2] Victory → Identity
“You understand *[describe how the “good work” / victory would be meaningful to donor]*”

[3] Challenge → Victory
“Would you consider a gift of \$_____ to *[describe promised “good work” / victory]*?”

Then, be silent

[1] “You have been a friend of this library for over twenty years.”

[2] “You understand how a new regional history collection would preserve our shared heritage.”

Challenge
[1] ↗ ↘ [3]
Identity ← Victory
[2]

The story cycle ask

[3] “Would you consider a gift of \$50,000 to lead the campaign to make this a reality?”

[4] *Be silent*

[1] “You have been a friend of this library for over twenty years.”

[2] “You understand how a new regional history collection would preserve our shared heritage.”

Challenge

[1] ↗ ↘ [3]

Identity ← Victory

[2]

The story cycle ask

[3] “Would you consider a gift of \$50,000 to lead the campaign to make this a reality?”

Are they the kind of person who makes gifts like this? Would creating this “good work” be personally meaningful to them?

[4] *Be silent*

[1] “You have done so much to improve care for others since your own diagnosis with breast cancer.”

[2] “You understand how lives could be changed by offering free early screening.”

Challenge

[1] ↗ ↘ [3]

Identity ← Victory

[2]

The story cycle ask

[3] “Would you consider a gift of \$100,000 to help fund next year’s screening clinics?”

[4] *Be silent*

[1] “You have done so much to improve care for others since your own diagnosis with breast cancer.”

[2] “You understand how lives could be changed by offering free early screening.”

Challenge

[1] ↗ ↘ [3]

Identity ← Victory

[2]

The story cycle ask

[3] “Would you consider a gift of \$100,000 to help fund next year’s screening clinics?”

Are they the kind of person who makes gifts like this? Would creating this “good work” be personally meaningful to them?

[4] *Be silent*

[1] “You have always had such a heart for supporting the arts in this community.”

[2] “You understand how this new exhibition could make a real impact for art lovers and the whole city.”

Challenge
[1] ↗ ↘ [3]
Identity ← Victory
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The story cycle ask

[3] “Would you consider a gift of \$50,000 as our lead campaign donor to make this happen?”

[4] *Be silent*

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The story cycle ask

[3] “Would you consider a gift of \$50,000 as our lead campaign donor to make this happen?”

Are they the kind of person who makes gifts like this? Would creating this “good work” be personally meaningful to them?

[4] *Be silent*

[1] “You have been such a loyal alumnus of this department since you graduated years ago.”

[2] “You understand how important scholarships are in giving students the chance for an education.”

Challenge

[1] ↗ ↘ [3]

Identity ← Victory

[2]

The story cycle ask

[3] “Would you consider a gift of \$100,000 to fund a permanent named scholarship to help others like you become proud alums in the future?”

[4] *Be silent*

[1] “You have been such a loyal alumnus of this department since you graduated years ago.”

[2] “You understand how important scholarships are in giving students the chance for an education.”

Challenge

[1] ↗ ↘ [3]

Identity ← Victory

[2]

The story cycle ask

[3] “Would you consider a gift of \$100,000 to fund a permanent named scholarship to help others like you become proud alums in the future?”

Are they the kind of person who makes gifts like this? Would creating this “good work” be personally meaningful to them?

[4] *Be silent*

Build your own ask for a donor. Share and discuss.

[1] “You have been a friend of this library for over twenty years.” **Identity** → **Challenge**. [2] “You understand how a new regional history collection would preserve our shared heritage.” **Victory** → **Identity**. [3] “Would you consider a gift of \$50,000 to lead the campaign to make this a reality?” **Challenge** → **Victory**.

[1] “You have done so much to improve care for others since your own diagnosis with breast cancer.” **Identity** → **Challenge**. [2] “You understand more than anyone how lives can be changed by offering free early screening.” **Victory** → **Identity**. [3] “Would you consider a gift of \$100,000 to help fund next year’s screening clinics?” **Challenge** → **Victory**.

[1] “You have always had such a heart for supporting the arts in our community.” **Identity** → **Challenge**. [2] “You understand how this new exhibition could make a real impact for other art lovers like you and our whole city.” **Victory** → **Identity**. [3] “Would you consider a gift of \$50,000 as our lead campaign donor to make this happen?” **Challenge** → **Victory**.

[1] “You have been such a loyal alumnus of this department since you graduated years ago.” **Identity** → **Challenge**. [2] “You understand how important scholarships are in helping others like you become proud alums of the future.” **Victory** → **Identity**. [3] “Would you consider a gift of \$100,000 to fund a permanent named scholarship giving students the chance for an education?” **Challenge** → **Victory**.