

RULES OF ENGAGEMENT

Most of our nation's not-for-profit organizations eventually come face-to-face with a fundraising reality: *"...in order to secure meaningful gifts we need to engage people in meaningful conversations."* Here are four basic rules to consider when that fundraising challenge presents itself.

Rule #1: Talk "Loud and Proud"

Every person in a leadership position - volunteer or staff - should be expected to engage people in meaningful conversations about their organization.

How do you regard an organization praised by people most intimately involved in its operations and programs?

Rule #2: "Fast Facts"

To most effectively talk loud and proud you should be provided with "fast facts" that can quickly illustrate the essence of your organization's mission, programs, and the value of gift support.

How do you respond to the question: "why should anyone give anything, at anytime, to your organization?"

Rule #3: Engagement Objectives

Set specific objectives for each personal engagement; objectives to be met **before** you or someone else attempt to solicit a meaningful gift commitment:

- identifying specific areas of a person's interests related to your organization's programs
- evaluating his/her interest and capacity to make a meaningful gift
- suggesting next steps to cultivate his/her personal interests and involvement
- determining the best person(s) to encourage a meaningful gift when the time comes
- recommending the best time and approach to solicit a gift
- identifying possible terms and conditions of the gift
- suggesting appropriate donor recognition for the gift

What are three objectives for your next personal engagement?

Rule #4: Defining Your Role In A Gift Solicitation

You may or may not be the best person, or even the most willing, to personally solicit a meaningful gift from someone you have engaged in conversations. But if you have followed the *Rules Of Engagement* and reported your results, it is most likely your good efforts will lead to meaningful gifts for your organization.

Are you engaging?