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**PERSONAL
FUNDRAISING
POWER**

OF
17

Influencing Donors



**Bright
Spot**

The Members Club

HOW TO MAKE THE MOST OF PERSONAL FUNDRAISING POWER



How to make the most of Personal Fundraising Power

Thank you so much for investing your time and effort in this programme. It is my sincere wish that the ideas I have covered will help you make progress in your fundraising.

What is this programme about? Power is about changing the status quo and about taking action to help you raise more money for the cause(s) you care about.

And this programme recognises that it's personal. Every fundraiser I have ever met has had challenges in their environment that make some things difficult. And I've had the privilege of interviewing some of them who have got really good at getting better at their jobs anyway.

They've done this by focussing on what they can control (ie their own skills development and ability to take action) in spite of external factors which they can't control.

Inspired these people, Personal Fundraising Power is about helping you take responsibility. We ask and answer the question, what can we do to increase our ability to raise more money.

What kind of fundraiser is this Programme for?

This programme is not about on-line fundraising, it is about helping fundraisers who sometimes meet their donors, funders, trusts, corporate partners. Many of these roles focus on high value fundraising, although these techniques will other kinds of fundraiser who often meet the public, such as community and events fundraisers.

In particular, this programme focuses on two things:

- 1) Improving your ability to influence others
- 2) Increasing your momentum and level of action-taking to get in front of those donors / supporters / partners.

Success leaves clues. A key principle practiced by champions like Andy Murray is the principle of being more focused, in the way they prepare, than their competitors.

Question. What do Victoria from UNICEF, and Lois, Claire and Stephanie, all have in common?
 Answer. FOCUS!! They focused their energy on the relatively few things that disproportionately affect results in high value fundraising. Focus is power!!

In this programme, we will not cover every element of fundraising strategy. What we will do, is focus huge energy on the areas which add up to a bigger difference in high value fundraising.

How to make the most of Personal Fundraising Power

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1 **If you want to make clear and valuable progress in your fundraising and forward momentum, don't treat this programme as only a source of theoretical information.**

Instead, remember that knowledge only becomes power when it is applied. Most people over-estimate the value of ideas and greatly under-estimate the value of execution. Every time you watch a film, make it your habit to ask, and search for answers to the question, 'how could I make use of these ideas in my work?'

It will be easier to get ideas if you download the notes that accompany each film. Then, as you are watching, or as soon as you finish, you can make decisions about what you'd like to do.

2 **Take massive action.**

Find a way to follow through and do at least one of your ideas from each section. This will be easier immediately after you have watch the film and written down your ideas. So either make time to do a Momentum Action (ie something, even if only small, that can be done there and then, such as ordering a book or making a phone call), or at the very least schedule a time later in the week when you will implement. The ability to get yourself to take action, and keep taking massive action, is the cure-all for whatever you want to achieve (in fundraising and in the areas of your life).

3 **Evaluate what worked and what different.**

Research into how we learn things by psychologists such as Kolb shows that pausing to reflect on what you have done is a crucial step if we are to speed up our progress. Every time we try a new tactic, it is invaluable to ask ourselves:

- A) What went well, what am I pleased with?
- B) What would I do differently next time?
- C) What did I learn?

How many films should you use?

As many or as few as you like, as long as you make sure you go and try out the ideas that you like from each session.

You've been working on:

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