

Slide 4

**Gain an understanding of our donors
(walk in their shoes)**

- Who were they?
- Where were they?
- From where had they come?
- How did or had they made their way?
- What were they like?
- What was their world like?
- How did they look at the Rehab?
- Why and how did they give?

Slide 5

**Gain an understanding of the Rehab
(see ourselves through the eyes of others)**

- When did we begin?
- Why did we begin?
- Who made it happen?
- What did we do?
- How did we do it?
- Why had we been so successful?
- What was our image?

Slide 6

Do I fit?

Slide 10

Systematic application of passion

Slide 11

Systematic search for passion

Slide 12

I am the Rehab

Slide 19

Opening the Meeting

- **Begin with the end in mind – Covey**
- **Build rapport**
- **Share the purpose**
 - NOT the objective
- **Seek permission to question**

Slide 20

Resolving Issues

- **Nurture their emotions**
- **Ask questions**
- **Solutions you can offer**
- **Agreement**

Slide 21

Gaining Commitment

- **Bit by bit**
- **Feel the pulse**
- **Circle back**
- **No manipulation or pressure**

Slide 22

Presenting Benefits

- Convince mode
- When?
- Transition
- Beware of yourself
- Benefit Statement Planning
- **Never present on paper what you can present in person!**

Slide 23

Benefits

- Match your benefit statement to the donor's behavioral style
- Personalize the opportunity
- Tie their passion to the gift

Slide 24

Making the Ask

- Sometimes there is no need for an ask
- Summarize
- Simple ask
- Be patient
- Nurture objections
- Details

Slide 25

Gaining commitment

- Get agreement part by part
- Take the pulse often
- Stop and go back as necessary
- Apply no pressure

Slide 26

Stewardship

- **Thank early!**
- **Thank often!**
- **Thank differently!**
- **Find ways!**
