

LEADING  
PHILANTHROPY  
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I'm New and I want  
to be GOOD!!!

Presented By  
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# First thoughts when starting


- I was going to be able to make a difference
- I was not in it alone
- AFP would be a huge asset as I started

# Today's Objectives

- Better understand what you do and why you do it
- Key info you need to know about your organization
- Craft your elevator speech
- Critical steps in relationship building
- The value of a mentor and AFP
- Send you out with Mark's 8 Be's



What do you do for a living?



I build relationships and offer people an opportunity  
to make an investment in changing lives through  
philanthropy

# Phrases to Use

- A transformational opportunity to change lives
- A chance to make a difference
- Help us meet an unmet need
- Make an impact on those who need it most

# What I need to know about my hospital

- What year we were founded and how
- How many patients we treat/lives we change in a year
- Our mission and how we fulfill it
- What we really do....in plain English
- The significant role philanthropy plays in our success

# Time to ride the elevator...

- What do you do for a living?
- What does your organization do?



# What else you should know

- Vision, dreams, plans for the future
- What are our most pressing needs?
- What could we do better if we had more funds available?
- What would you do today with a new gift of \$50,000?



Be prepared for the phone call!



# Building good relationships with our donors and prospects

# A fun way to thank a donor



# Learning About Donors and Prospects

- Ask board members
- Google and other free research
- Guidestar.org for foundations
- What other organizations they support and why
- Be a good listener!

# Handout Review

- Our mission
- How many amputees we treat
- List of needs and their costs
- That an unmet need exists
- How we will manage the funds

# Help me help you (educating our staff)

The more I can understand your plans, goals and dreams, the better the odds are that I can find someone to invest in them and bring them to life!

# The value of AFP

- Find a mentor
- Educational sessions
- Make new friends!
- Become a CFRE



- Love what you do
- Passion + Energy = SUCCESS

# Mark's 8 Be's

- Be Knowledgeable- about your organization
- Be Prepared- can you answer the big questions?
- Be Alert- listen for cues...2 ears/one mouth
- Be Responsive- and do it quickly!

# Mark's 8 Be's

- Be Patient- balance patience with persistence
- Be Gracious- say thank you a lot!
- Be Authentic- share the real you with people
- Be Passionate- you can't fake it!

# An important final reminder

People don't give to you because you  
are needy....

They give to you because you are good  
at meeting needs!

# My first career





**Don't hesitate to reach out...**

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