

Why Them and Not Us?

How Even YOUR Organization Can Secure a
Transformational Gift

May 15, 2024



Mark Duncan, CEO
The Fund Coach, LLC



Transformational gift – a philanthropic gift by an individual that can fundamentally transform an organization.



What is a transformational gift – relative to your organization?

\$1 million?

\$10 million?

\$100 million?

\$1 billion?



What does **transformation** look like to your organization?

- Major impact on people you serve
- Meeting your mission's promise (solution to the key problem)
- Something beyond your organization's imagination
- You have to BELIEVE that your organization DESERVES a transformational gift!
- But...Transformational gifts don't just fall out of the sky!



Meet Henry Rowan



Meet Henry Rowan

- grew up in Ridgewood, New Jersey
- served as a bomber pilot in World War II with the United States Army Air Forces
- graduated from MIT with honors with a degree in electrical engineering
- suggested improvements to the furnaces made by Ajax ,but the company did not implement his suggestions
- Rowan left Ajax and decided to start his own company – Inductotherm Corp
- Rowan designed and built his first induction furnace in 1953 in the garage of his home

It all started with
a \$1,500 gift!



Revisionist History



Malcolm Gladwell's Podcast

"My Little Hundred Million"

Season 1, Episode 6

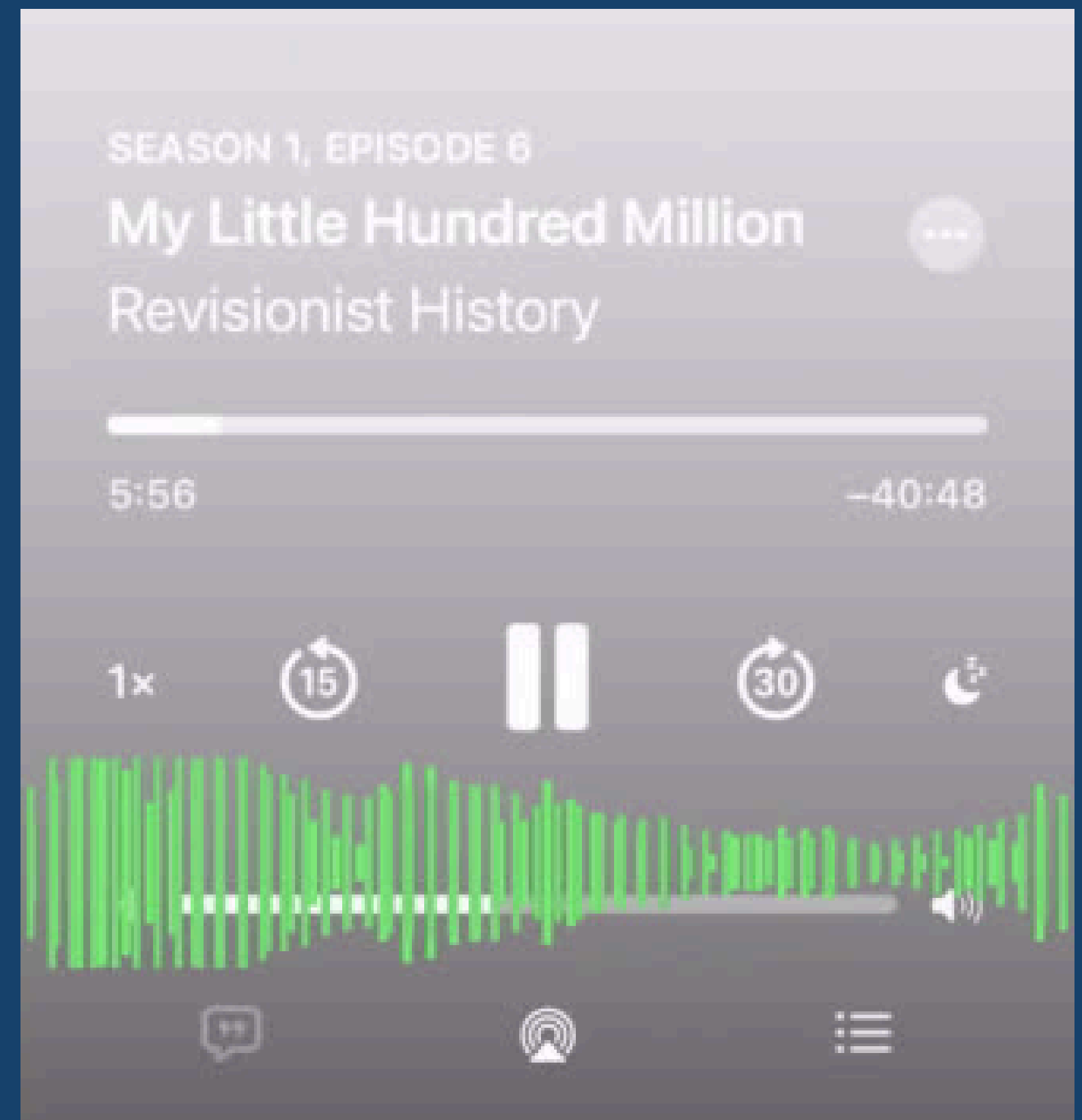
Henry Rowan Speaks



Revisionist History



PUSHKIN



Your **transformational donor could be right under your nose**



Where to begin!

Database

- Loyals (5 consecutive years or more)
- Major donors
- Wealth screening (hidden gems)
- YOUR BOARD!

What to do!

Bring them Close

- Don't just talk about your status quo needs
- Boldly share the “big idea”
 - What
 - The cost
 - The Impact (lives that will be changed)
 - The Outcome (problem that will be solved!)

What to say!

Boldly Ask

- Well scripted (not verbatim)
- Be crystal clear about the “what” and “why”
- Be specific about the amount
- Ask – and then SHUT UP!
- Anticipate all questions – be prepared to answer

What to say!

Be prepared for:

- Yes
- Not that, but this
- Need time to think/discuss with spouse or partner
- If you get a “no”, you missed something

Bring it home!

Close the Deal

- Stay in control of the process – and trust it!
- Ask the magic question – “when would be a good time to follow up?”
- Details, details, details
- Plan the announcement (press release, earned media, etc.)



Transformation begins!

“Side Effects”

- More large gift opportunities will unfold
- People love to give to a “winning” mission
- Expect the unexpected (Rowan has seen soaring numbers in enrollment, endowment has grown, vet school, medical school)

Things to remember!

- Relationships drive transformational gifts
- Trust, a worthy mission, and a generous high capacity donor, who's eager to make a life altering impact could change the lives of the people you serve, FOREVER.
- Your transformational gift is out there. You just have to believe...and begin!

THANK YOU!

Subscribe to my free video series



Schedule a free Discovery Session

