

The House: 1922 in partnership with  
Bloomerang, proudly presents:  
**Communication Styles Matter.**  
Drive results with donor-centric relationships.



**Two key points I want to  
deliver before we move  
forward.**

**We are not going to use the  
word "donor" during our  
time together...**

**Today, we are going to call them...**

# Impact Partners.

let's dive in...

Oh,  I'm Courtney Senousy, CFRM 

soon to be CFRE 😊



○ Authorized & Certified DiSC® Practitioner

○ Certified StoryBrand Guide

○ Indianapolis Native

○ Mama to Jai  Zenna  & Bodhi 

○ Philanthropist & Consultant

○ Worked in nonprofits before I knew I was working in nonprofits

○ I have served as an Advancement & Development Professional, Executive Director, Board Member

○ The House is not my job, business or hustle. It is my calling. This is heart-work. I am honored to serve.





# Who needs Impact Partner **communication** skills?

- Nonprofit Professionals
  - Executive Directors and Board Members
  - Development Officers and Fundraising Teams
  - Volunteers and Support Staff
  - Nonprofit Consultants and Trainers





**Today, we will discuss 3 actionable steps that will enhance your communication & interactions with your impact Partners so you can reach maximum impact.**

**I have a secret  
weapon that I use  
with my clients, that  
makes this process  
even easier.**

I'm going to share the core of it with you today. And at the end of this presentation... I am going to give you a special surprise. So you can use this secret weapon...

**for free**







**We are able to implement these 3 actionable steps utilizing Everything DiSC® Sales techniques. YOU will be empowered with the skills to adapt to your **Impact Partner's** preferences and expectations.**

# What is DiSC<sup>®</sup>?

The DiSC model is a powerful tool that helps us understand human behavior and communication styles.



# Dominance

The D (Dominance) style is active and questioning. This describes people who are direct, forceful, and outspoken with their opinions.

**Priorities:** getting immediate results, taking action, challenging themselves and others

**Motivated by:** power and authority, competition, winning, success

**Fears:** loss of control, being taken advantage of, vulnerability

**Limitations:** lack of concern for others, impatience, insensitivity



# Influence

The i (Influence) style is active and accepting. This describes people who are outgoing, enthusiastic, and lively.

**Priorities:** expressing enthusiasm, taking action, encouraging collaboration

**Motivated by:** social recognition, group activities, friendly relationships

**Fears:** social rejection, disapproval, loss of influence, being ignored

**Limitations:** impulsiveness, disorganization, lack of follow-through





# Steadiness

The S (Steadiness) style is thoughtful and accepting. This describes people who are gentle, accommodating, and patient with others' mistakes.

**Priorities:** giving support, maintaining stability, enjoying collaboration

**Motivated by:** stable environments, sincere appreciation, cooperation, opportunities to help

**Fears:** loss of stability, change, loss of harmony, offending others

**Limitations:** overly accommodating, tendency to avoid change, indecisiveness



# Conscientiousness

The C (Conscientiousness) style is thoughtful and questioning. This describes people who are analytical, reserved, and precise.

**Priorities:** ensuring accuracy, maintaining stability, challenging assumptions

**Motivated by:** opportunities to use expertise or gain knowledge, attention to quality

**Fears:** criticism, slipshod methods, being wrong

**Limitations:** overly critical, tendency to overanalyze, isolates self



For nonprofits, understanding these styles can transform how we interact with **our Impact Partners and team members.**



**Step 1:**

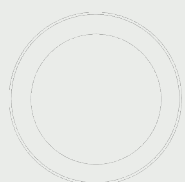
**Understand Yourself**



**How would you  
describe yourself?**

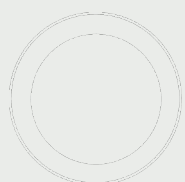
**Fast-Paced &  
Outspoken**

**Cautious &  
Reflective**

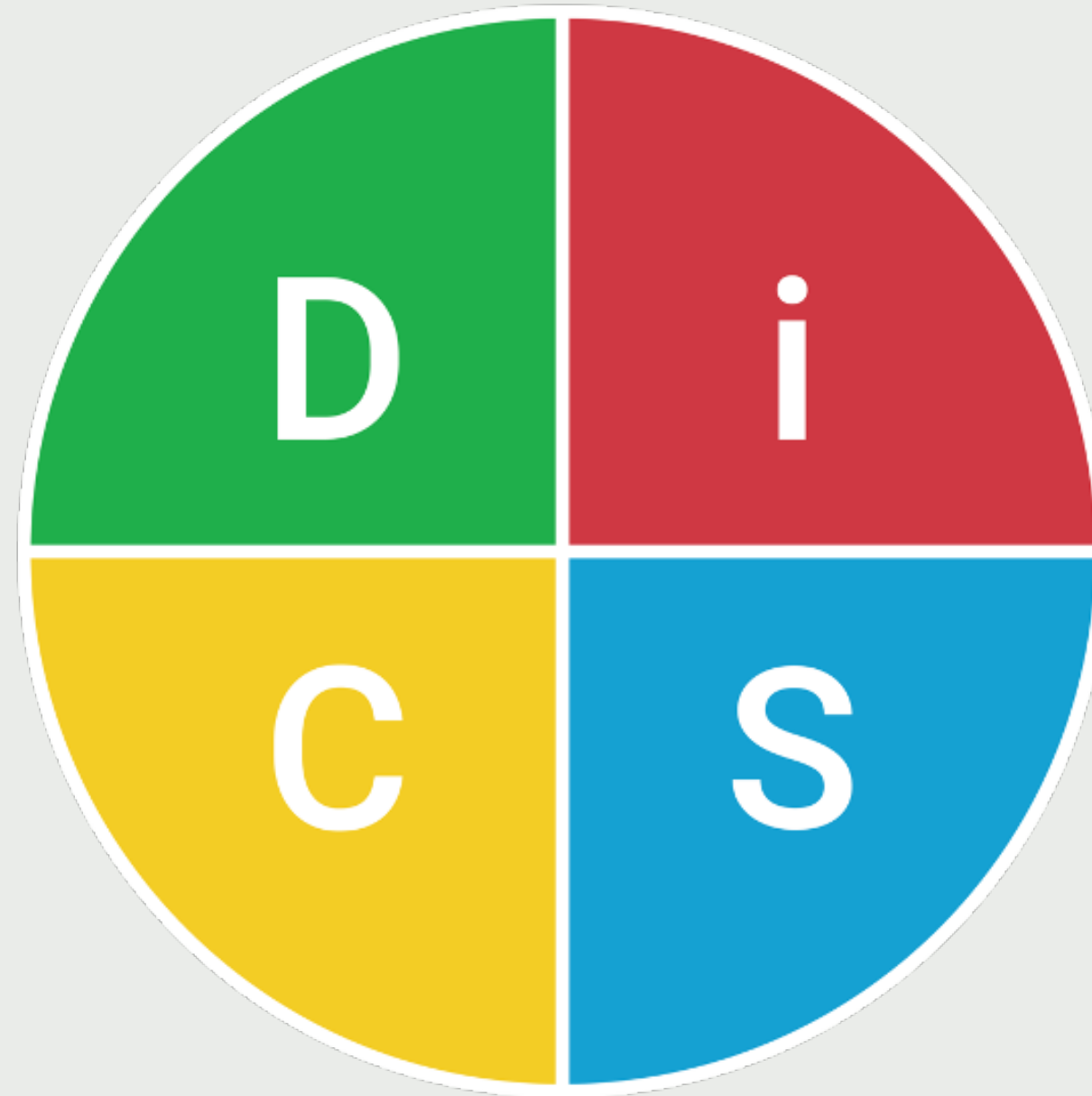


**Questioning  
& Skeptical**

**Accepting  
& Warm**



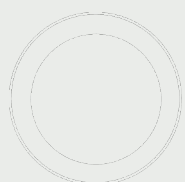
**Fast-Paced &  
Outspoken**



**Questioning  
& Skeptical**

**Accepting  
& Warm**

**Cautious &  
Reflective**





**This is nothing official,  
but...**

**Type your style in the chat!**

**Step 2.**

**Understand Your  
Impact Partner**

# Let's play a game.

Your Impact Partner	Their Predicted Communication Style "Letter"	How You Think They Want to Be Communicated With	How You Can Improve Your Communication with Them Starting Monday

## Complete Columns A & B.

Write down the name of an Impact Partner or Potential Impact Partner who has a given you "D", "i", "S" and "C" vibes.

Don't think too hard. Just guess based on what we have learned so far. It doesn't have to be a perfect. If you can't think of anyone, that's alright, too!

**While you all work on that I am going to ask you to multi-task.**

**I want you to imagine that you suddenly you get a call. You learn that you are THE sole heir to somebody so huge I can't even legally say their name. Suddenly, you are a gazillionaire.**

**Because you are here with myself & Bloomerang today, I know you have a heart of gold. and you're not going to jump ship on all of us here.**

**You are ready to give back and uplift your favorite initiatives and be an Impact Partner.**

**Got it? Good.**



# **Now, friend. Here's the big questions we need to know from you:**

As an Impact Partner, how do you want to be approached?  
How do you NOT want to be approached?  
What would be the one thing to “seal the deal”.  
Anything else you want to share?

**As I ask each group to answer, pay close attention to *what they say*.**

In the third column of your worksheet, next to any Impact Partner that you have identified as that type, *note what you hear*.

**If you self-identify as a D**

give it to us in the chat...

- As an Impact Partner, how do you want to be approached?
- How do you NOT want to be approached?
- What would be the one thing to “seal the deal”.
- Anything else we should know?

**If you self-identify as a i**

give it to us in the chat..

- As an Impact Partner, how do you want to be approached?
- How do you NOT want to be approached?
- What would be the one thing to “seal the deal”.
- Anything else we should know?

**If you self-identify as a S**

give it to us in the chat...

- As an Impact Partner, how do you want to be approached?
- How do you NOT want to be approached?
- What would be the one thing to “seal the deal”.
- Anything else we should know?

**If you self-identify as a C**

give it to us in the chat...

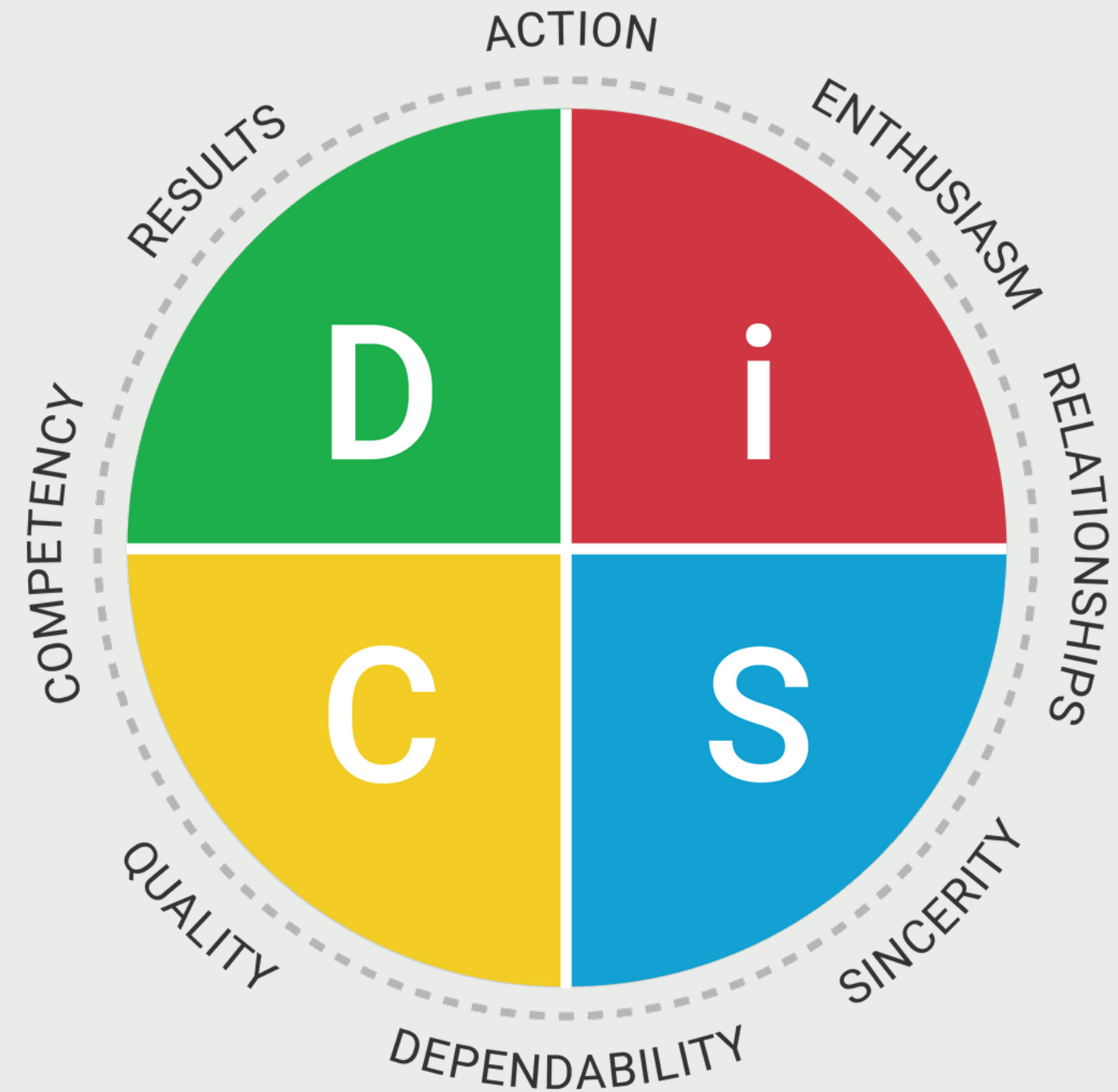
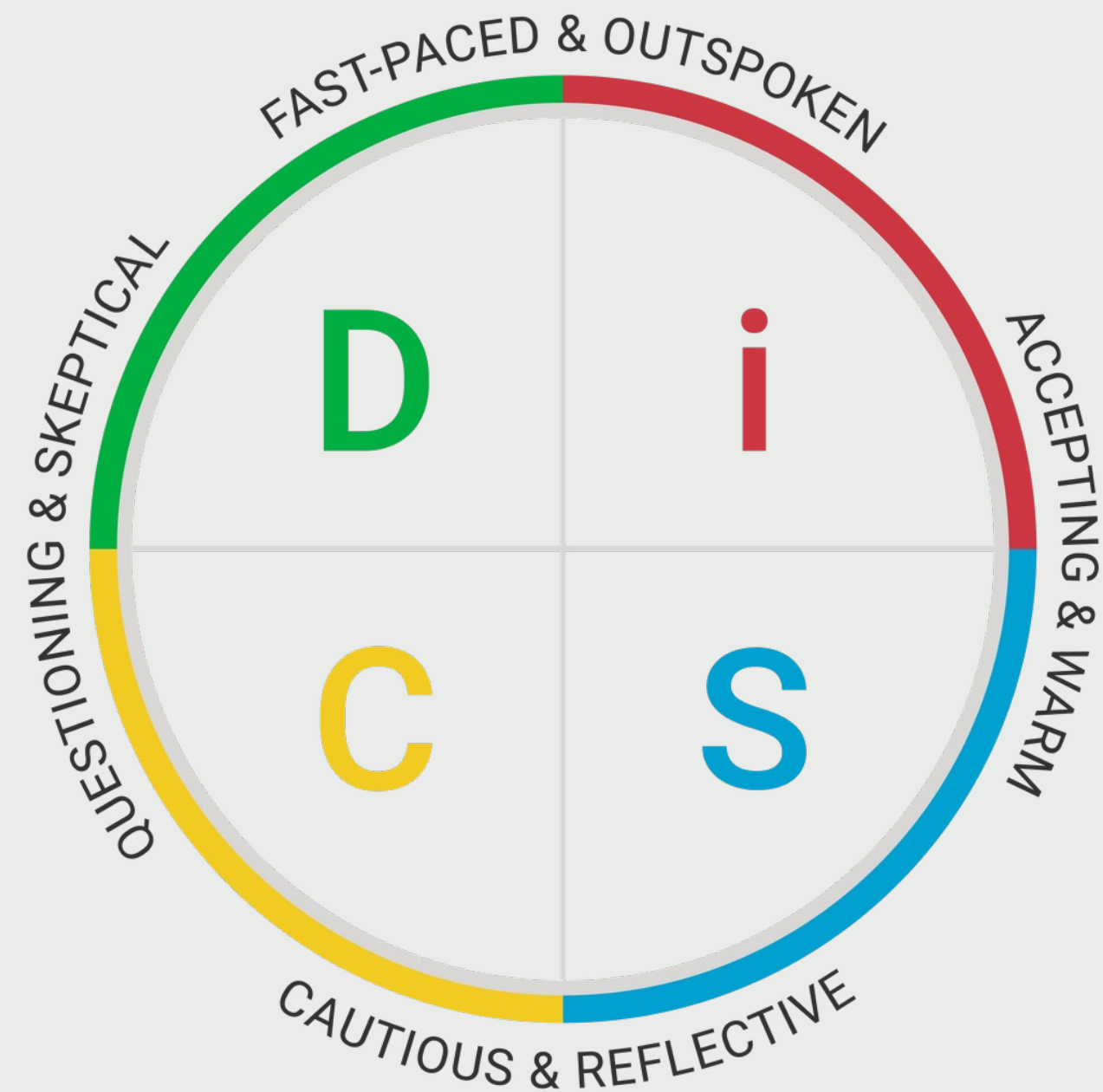
- As an Impact Partner, how do you want to be approached?
- How do you NOT want to be approached?
- What would be the one thing to “seal the deal”.
- Anything else we should know?



**Step 3.**

**Adapting Your  
Delivery**

# What Drives Impact Partners



# Let's Break it **Down.**



# For Dominant **Impact Partners:**

**Approach:** Direct and results-oriented communication.

**Detail:** Share specific impact metrics and outcomes. Highlight how their donation will drive tangible results and change.

# For Influential **Impact Partners:**

**Approach:** Engaging and enthusiastic communication.

**Detail:** Craft stories and narratives that resonate emotionally. Show how their support can create a ripple effect in the community.



# For Steady **Impact Partners:**

**Approach:** Supportive and relationship-focused communication.

**Detail:** Emphasize consistency and reliability in your organization's efforts. Highlight how their continued support contributes to stability and growth.

# For Conscientious **Impact Partners:**

**Approach:** Detailed and data-driven communication.

**Detail:** Provide thorough information and evidence-based insights. Address any concerns with transparency and accuracy.

**Now in Column 4, list  
how you can adapt.**

What you have seen is a very practical system you can use immediately. Your organization deserves to achieve its mission. And we KNOW that Impact Partners want to support.

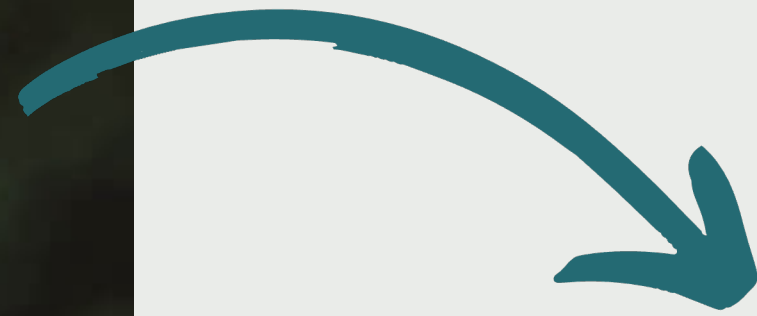
By understanding **yourself**, understanding your **Impact Partners** and **adapting your communication styles** effectively, you WILL increase Impact Partner engagement and **fundraising success.**

# Let Me Ask You:

Given the time that we had, do you feel that you could start taking action and applying these principles tomorrow?

Let Me Know In The chat by saying Yes “I got this”





I love this guy

Before I turn it back over to  
Kate, can I give you all my  
**super secret special weapon?**

**We thought so.**

The House: 1922 gifted 20  
Everything DiSC Sales assessments  
for our **Bloomerang friends.**



If you want a personal assessment like the sample copy I provided tailored to YOU, scan that QR Code and claim it NOW. If you bought this on your own, **you would be spending \$108!**

Simply complete the form and we will send you the link to get your full assessment PLUS a call to discuss your results! **Act fast! We only have 20!**



# But wait, there's more.

Our team has created an online Academy **Altruist Academy Collective**. We are in our final phases and releasing full access on August 27<sup>th</sup>. YOU, Bloomerang Besties, can pre-order now through Sunday and receive an exclusive deal that offers lifetime access.



# Thank you for joining The House.

Our team has worked tirelessly to restructure so we can SERVE you all at the highest capacity.

Our website has been hidden outside of our landing page because we wanted YOU to be the first invited.



**You're officially in our circle.  
That means we have your back!**

At 6:30 pm TODAY, we are pulling back the veil to our new website. We have used all our formal education and lived experience working in the nonprofit community to better support our friends in the industry. **Sign up for our VIP Email List linked on the QR Code to get notified!**

If you gained value from this, we would love to explore how we can support your organization's needs. **Through July 31, we have created an exclusive calendar link just for YOU!**

When Kate asks who wants more information, be sure to answer the poll and you will get a custom invite for a Strategic Alignment call. This is NOT a sales call. We truly desire to express our gratitude for your being here by **supporting you in maximizing your impact.**

**It all starts with  
communication. From there,  
the possibilities are endless.**

# Gratitude.



# Fin.



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