



HOW WE CAN LEVERAGE NEUROSCIENCE AND BRAIN BEHAVIOR TO UNLOCK THE FUNDRAISING POTENTIAL OF "NON-FUNDRAISERS"

with Cindy Wagman, President and CEO of The Good
Partnership

unlocking non-fundraisers

I would like to acknowledge the sacred land where I live and work. This land has been the site of human activity for over 15,000 years. This land is the traditional territory, Tkaronto, “where the trees meet the water,” and it is the traditional land of many nations: the Wendat, the Haudenosaunee, and the Anishinaabe, including the Mississaugas of the Credit.

What to expect

- ✓ our sector's problem with fundraising
- ✓ what's really going on?
- ✓ moving towards action





**BOARDS,
VOLUNTEERS,
STAFF.
AMIRIGHT?**



**AND IT GOES
ON AND ON...**



**ANYONE ELSE
WANT TO SHARE
IN THE CHAT?**

Why don't people like fundraising?



Fundraising feels like begging



We should focus on corporations and foundations because they have money



Just send a letter to an uber wealthy person (like Oprah)



If we ask too much, we look greedy



Now is just not a good time



Fundraising is "icky"



I don't know anyone who can give



We just need to find a few wealthy people with deep pockets



We need to update our brand first - no one has heard of us



We need an elevator pitch



**THESE ARE ALL
STORIES WE HAVE**



**90 - 95% OF
OUR BRAINS
DECISIONS
ARE
UNCONSCIOUS**

Our days are governed by routines and habits and we're not even aware of it.



**NEURAL
PATHWAYS
ARE LIKE
DRIVING
ROUTES**



**IT'S A
SHORTCUT
WHEN YOU
STOP THINKING
ABOUT IT**



**THERE ARE
PATTERNS TO
THESE
SHORTCUTS**



Negativity Bias

Our brains over emphasize negative things and under emphasizes positive ones.



Confirmation Bias

Our brains seek information that supports our existing beliefs.

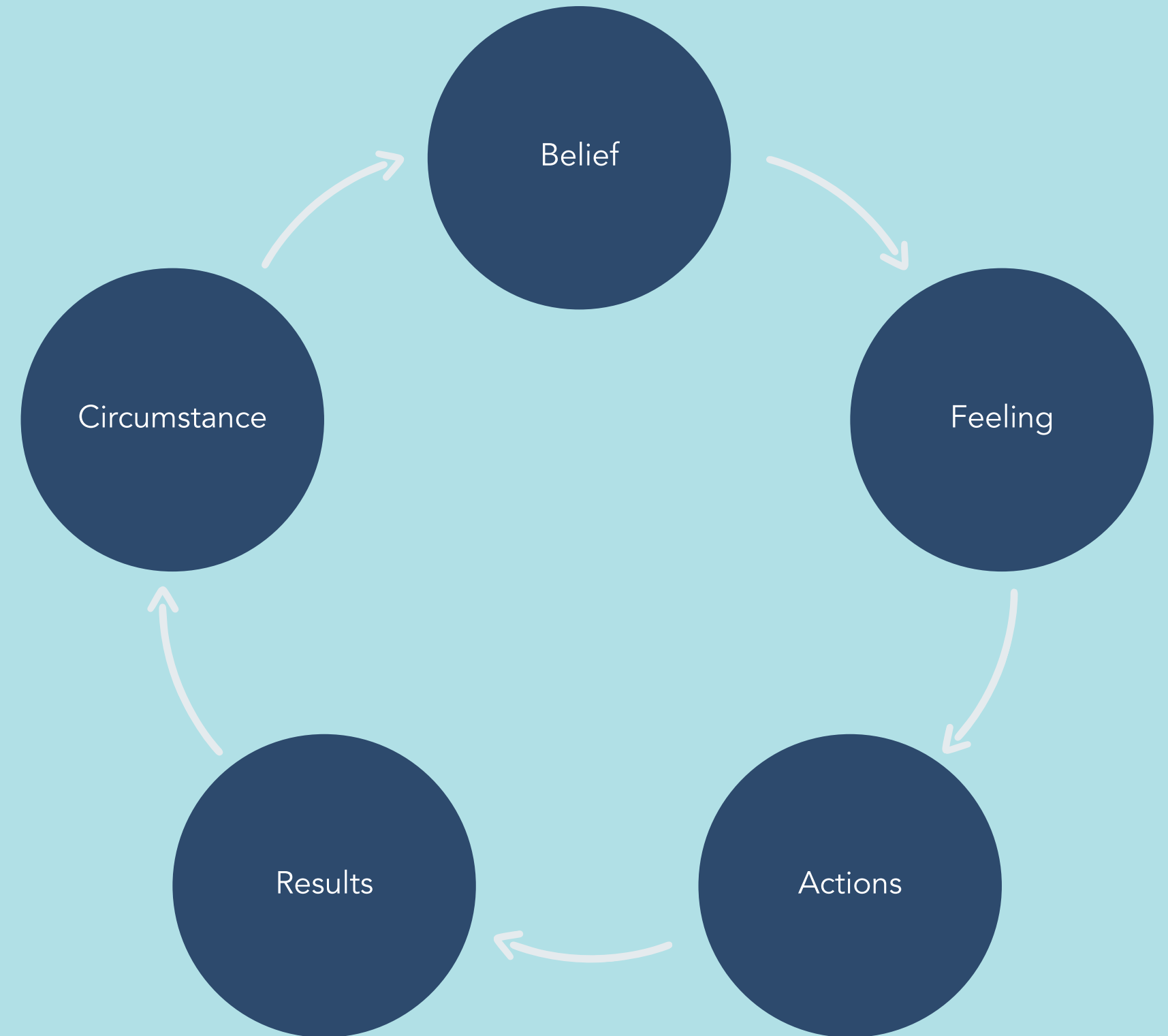


Status Quo Bias

Our brains would prefer things to stay the same. Even when the cost to change is small and the importance is high.

BELIEFS LEAD TO RESULTS

Beliefs are part of a chain reaction that our brain makes that has a direct link to the results that we get.



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**OVERRIDING THOSE
SHORTCUTS TAKES TIME
AND CONSISTENCY -
AKA HABITS**



IDENTIFY THE SHORTCUTS

3 TIPS TO REWIRING OUR BRAINS



01

REFUTE



02

RELEASE AND SET
INTENTIONS



03

VISUALIZE AND
PRACTICE

Write it down

- ✓ Pen to paper
- ✓ Brainstorm or use what you've already done
- ✓ Add if you catch things day-to-day

Refute it

- ✓ Rational reasons why you're wrong
- ✓ Imagine talking to a friend
- ✓ Be your own hype person

RELEASE AND SET INTENTIONS



Release

Catch yourself in the moment of circumstance and pause. Repeat release until you feel grounded.



Set intentions

Focus on how you want to handle the situation differently. Imagine new outcomes. Be the person you've been visualizing.



VISUALIZE AND PRACTICE

Practice builds competence, which creates confidence. Try these 2 habits:

- thank yous
- connecting with donors



Practice gratitude

Train your brain to find the positive.



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