Christine Kim
Intern Coordinator
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fund·raise

YOU’VE GOT A CAUSE.
LEARN HOW TO **FUND IT.**

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TODAY’S PRESENTER:

Tony Beall

Director
Sanford Institute of Philanthropy
“As a philanthropist dedicated to distributing my wealth to causes I believe strongly in, few things are as gratifying to me as seeing the transformational impacts of effective fundraising. Fundraising by cause organizations drives research that saves people’s lives, helps young children succeed in life and school, and creates improvement to our communities and the world at large.”

- T. Denny Sanford
## Traditional Fundraising vs. Cause Selling

<table>
<thead>
<tr>
<th>PHASES</th>
<th>TRADITIONAL MODEL OF “ASKING”</th>
<th>PERCENTAGE OF TIME SPENT IN EACH PHASE</th>
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</thead>
<tbody>
<tr>
<td>Approach</td>
<td>Telling</td>
<td>10%</td>
</tr>
<tr>
<td>Identifying Needs</td>
<td>Qualifying</td>
<td>20%</td>
</tr>
<tr>
<td>Making the Presentation</td>
<td>Presenting Features</td>
<td>30%</td>
</tr>
<tr>
<td>Resistance &amp; Gaining Commitment</td>
<td>Closing Long &amp; Hard</td>
<td>40%</td>
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<tr>
<th>PHASES</th>
<th>RELATIONSHIP MODEL OF “ASKING”</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Approach</td>
<td>Building Trust (Rapport)</td>
<td>40%</td>
</tr>
<tr>
<td>Identifying Needs</td>
<td>Probe, Ask, Question &amp; Listen</td>
<td>30%</td>
</tr>
<tr>
<td>Making the Presentation</td>
<td>Sell Benefits</td>
<td>20%</td>
</tr>
<tr>
<td>Resistance &amp; Gaining Commitment</td>
<td>Reassure “Making the Ask”</td>
<td>10%</td>
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The Cause Selling Cycle

Step 6: Handling Objections

- Resistance happens
- Know the real objection
- How to address the objection to the favor of the donor
- Know if there are situations beyond your control
- When you go for the “Ask” it should be a natural progression
POLL

On a scale of 1-5, What is your comfort level with handling objections?

(One being the lowest level of comfort handling objections)
Handling Objections
Embrace Objections

• Develop a **positive attitude** toward objections.

• Understand why prospective donors have **resistance to giving**.

• Learn how to **uncover hidden concerns**.

• Know the **basic strategies** for overcoming objections.

• Become familiar with the **Six-Step Plan** for dealing with resistance.

• Discover specific techniques to **overcome objections**.
Redefine Objections

- Objections **reveal interest**
- Objections are **even better** than questions
- **Not every objection** must be addressed
- Donors object for the same **four reasons**
Donor’s Four Reasons to Object

1. Are you doing important work?
2. Are you well managed?
3. Will my gift make a difference?
4. Will the experience be satisfying for me?
Categories of Donor Objections

- Objections to the Organization
- Objections to the Fundraiser (hidden)
- Aversion to Decision Making
- Gift objection (possibly hiding real objection)
Story Time!
Real Scenarios
6-Step Plan to Answer Objections
Listen carefully and hear the prospect out

- Learning to listen is **not difficult**, just unusual
- We were born with two ears and one tongue→ **listen twice as much as you talk!**
- The **donor will tell you** what you need to know

*Just listen!*
The key is to **clarify and classify** the objection

- What **type** of objection is it and into what **category** does it fall?
3. Acknowledge the Donor’s Point of View

Prepare the prospect for your answer
• Don’t just tear into your answer
  • Donors must have their reasons for objecting
• Show concern for their feelings

Practice empathy
No one technique works best for all prospective donors

• It must fit your behavioral style as well as that of the prospect
5. Answer the Objection

The answer must **satisfy the donor** if a gift is to result

- Must be **complete**
- Get a **commitment** from the prospect
6. Attempt to Close

If the close is not successful, **continue the presentation**

- After answering a major objection, **ask for the gift again**
  - The worst that can happen is that the person says no
  - If that happens, **continue with the presentation**
Recap: Six-Step Plan to Answer Objections

1. Hear the Donor Out
2. Confirm Your Understanding of the Objection
3. Acknowledge the Donor’s Point of View
4. Select a Specific Technique to Answer
5. Answer the Objection
6. Attempt the “Ask”
Techniques for Negotiating Objections

• Feel, Felt, Found
• Compensation or Counterbalance Method
• Ask Why? (Or a Specific Question)
• Deny the Objection
• Boomerang Method
• Curiosity Method
• Deflection Method
Feel, Felt, Found

I can understand how you *feel*. I have had other donors who *felt* the same way until they *found* out...
Compensation or Counterbalance Method

Admit that your organization does have the disadvantage that the donor noticed and then immediately point out how the objection is overshadowed by other specific benefits.
Tips for Negotiating Objections

Ask Why? (or a specific question)

What is it *that you don’t like* about our...?
Deny the Objection

I’m sorry. I don’t believe I fully understand what you are saying...

If I gave you that impression, I certainly do apologize. I really must have stated my position poorly; please let me correct it for you...
There is no question that our charity is relatively new to women’s rights; that’s why we are so eager to build awareness for the cause. In fact, our “new” status is what most of our donors love most about us. We have the freshest, most eager team that are so fired up about our cause that we’ve already doubled the number of women we hoped to help this year, and those numbers are growing exponentially [provide evidence of this statement].
Tips for Negotiating Objections

Curiosity Method

Really? I was wondering why that is...?
Tips for Negotiating Objections

Deflection Method

Yes, I see what you mean—that’s a good point. Now, I don’t believe we’ve discussed your... [as you continue to the next question or point].
Let’s Bring it All Together

• Define objections
• Reasons why donors make objections
• Types of objections
• Categories of donor objections
• When to answer objections
• Techniques for negotiating objections
The Cause Selling Cycle

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- Know if there are situations *beyond your control*
- When you go for the “Ask” it should be a *natural progression*
Questions?

Please send them in the chat!
CONTACT

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2nd Edition
Cause Selling textbook

Now available on Amazon!

Download the first chapter for FREE

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FREE webinars available live and on-demand

Fundraising for Academic Leaders
2019-2020 Webinar Series
with Kathy Drucquer Duff, CFRE Founder, KDD Philanthropy

Mark your calendar!

BUILDING PROGRAM CHAMPIONS IN HIGHER ED
February 27, 2020
10:30 a.m. – noon PST / 1:30 – 3:00 p.m. EST

Often schools or units will look to create a Board of Philanthropy Committee when they want to expand their philanthropic efforts.

- Learn about the champion model.
- Discover the role of a champion.
- Learn how to convert champions into influencers and donors.
Thank you

TAKE YOUR CAUSE AND
CREATE IMPACT.

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