

## *Listen Your Way into a Gift: Virtual Conversations with Donors*

### **Webinar Activities & Role Play Script**

#### **Activity: Analyzing a fundraiser/donor conversation**

In this scenario, Jack is the development director at Boise General Hospital. Pearl is a potential major donor; this is their second meeting. Their previous meeting was initiated by a hospital board member/friend of Pearl's. Their first meeting was just for introductions; at that meeting Jack invited Pearl to take a virtual tour of the hospital.

Jack has just taken Pearl through a virtual, interactive tour of the hospital, and they are now debriefing over Zoom.

**Listen to the conversation between Jack and Pearl, then review the questions below.**

#### **Questions:**

- What do you notice about the conversation?
- Identify the open and closed ended questions Jack used?
- What clarifying questions did Jack ask?
- What agreement questions did Jack ask?
- **What should Jack do next?**

#### **Role Play: How to Ask Good Questions**

##### **Additional Role Play Activity**

The following conversation demonstrates how to convey information in a more effective way. We are going to listen in on a meeting between Amira, a fundraiser for Full Tummies, and a prospective major donor named Scott.

**Amira:** Have you and your partner done any travelling recently?

**Scott:** Yes, we actually went to Hawaii last year.

**Amira:** Sounds fantastic. I've heard Hawaii is breathtaking. What was your favorite part of the trip?

**Scott:** I really enjoyed the helicopter volcano tour.

**Amira:** Really! *[Amira remains silent and looks interested, cueing Scott to expand on the trip details.]*

**Scott:** Yeah, we flew right over an active volcano, and I swear you could feel the heat rising up from the volcano.

**Amira:** Incredible. My family and I have always wanted to go to Hawaii, but with the cost of airfare, no way!

**Scott:** *[chuckles]* Yeah, it's not cheap.

**Amira:** You know, as part of my job, I deal with transportation costs every day. *[Amira shuts up and waits for Scott to dig into this comment.]*

**Scott:** Really? Transportation? What do you mean?

**Amira:** Well, a lot of people think that the government or relief agencies will transport donations overseas free of charge or for heavily reduced fees. *[Again, silence.]*

**Scott:** I would have thought that, too. Do you get some sort of cost break?

**Amira:** Great question. Unfortunately, organizations like ours that accept donated items are also responsible for paying transportation fees – including customs fees – at commercial rates. *[Pauses to let it sink in.]* Hard to believe, isn't it?

**Scott:** Really?

**Amira:** Yes. And here's another way to look at it. What does it cost to buy a T-shirt?

**Scott:** Around \$15, I guess.

**Amira:** Well, shipping enough \$15 shirts for a village of 500 kids can be a significant cost, in some cases, as much as the clothes themselves - and that's just transportation. What are your feelings about that? *[Again, silence.]*

**Scott:** Wow, that's a part of getting supplies overseas that nobody thinks about. It adds a new level of challenges to the work you do, huh? *[Scott's words, not Amira's.]*

### Questions:

- What did you notice?
- What went well?
- Jot down some of the open-ended questions Amira uses below.