HOW TO:
Ask a Donor for $10,000

More Donors. Larger Donations. Every Year. Fully Funded.
My Goal: Help you secure more donors & larger donations for your nonprofit.
My Goal:
Teach you the steps you must take every year to be fully funded.
Hi! I’m Sherry

• Growth and fundraising coach for nonprofit leaders

• I help leaders put the tools in place to ask for the donations that fully fund their entire mission (program/admin/fundraising)

• I work with Executive Directors and Development Directors who want to learn a better way to fund their organizations every year so that they don’t dread fundraising anymore.

• I teach nonprofits all over the country how to grow their funding through my 90-day virtual programs and private coaching.

• I created my business and methodology after joining a nonprofit and then tripling its funding in 18 months.
Over 12 years ago . . .

My passion for the mission shifted to struggle to fund the mission . . .
We tried it all . . .
Some activities were successful. But they weren’t always the best approach. Why?
Time put in greatly outweighed the financial reward. Activities weren't leading to mid- and major-level gifts. Dreaded fundraising because we were asking the same donors all the time. Didn't have enough money to grow programs, ops, & fundraising . . .

Which meant we couldn't do all the things we set out to do in the first place.
That was until . . .
I got really focused on two things.
Donors giving their:

best gift + every year
BUT! (Let’s throw the misconceptions out the window . . . )

“You’re a natural fundraiser or you’re not...and I’m not.”

“I can’t grow because my board is not engaged.”

“I hate fundraising.”

“My nonprofit is too small for a major-gifts strategy.”

“My mission isn’t interesting or urgent enough to fund.”

“We just need...more donors, different donors, more events, more campaigns/activities, or more awareness of our mission.”
Truth
When you plan in advance where you’re going to lead your donors, then you’ll secure larger donations with confidence and ease.
Your Investment-Level Lens

REACTIVE \rightarrow PROACTIVE

TO \rightarrow THROUGH

SCARCITY \rightarrow NEED

EVERYONE \rightarrow TOP 30
How do we do this?

OUR PLANS

Where are we headed?

- Strategic Plan
- Strategic Outline
- 3 Year Plan
- Napkin Sketch
- Our Dreams

OUR PROGRAMS

How will we get there?

- Our Solution
- Our Activities
- Our Expertise

OUR NEED

Not:
- Squeak-by #

Is:
- Your NEED to accomplish your annual plans.

$10,000

THE “ASK”
My Methodology: 
NEEDS-BASED Fundraising

What is your Financial Need this Year?

Your Budget

Squeak by?

Your Need

Growth Mindset
Question to ask during annual budgeting:
What expenses will propel the organization forward?
What have you not factored into your budget that’s keeping you from growing?

Technology?  
Program Resources?  
Investing in fundraising?  
Your branded look and messaging?  
Help with time-intensive admin tasks?  

Donor Management Software?  
Staff Salaries at Living Wage?  
Travel?  
Reserve Fund?  
Financial processes?
When you create reachable goals then you can celebrate them with your supporters.
Your donors must understand their role in your funding plan every year.
A Healthy Income Profile

- Diverse Funding + Unrestricted Funding
- Relationships over Quick-Fix Solutions + Single Source Decision-Maker
- Top 20 Income Sources were no more than 50% of their budget
- Repeat Donors + Annual Fund Mentality
- Metric-based Giving Decisions
- Heart-based Giving Decisions
- Commitment to the Time and Discipline of Development

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Back to the Process . . .

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**SERVE OUR DONORS**

Experience Plans

= THE “ASK”

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Leading Your Donors: Great Experience Plans

IN YOUR CONTROL

Trust? Attention? Interest?
What Questions Need to be Answered?
Deep Connection
Invitation to Invest in the Mission

THE $10K ASK

THE DECISION

NOT IN YOUR CONTROL

My #1 Rule: Exceed Expectations

Misstep #1
Misstep #2
Misstep #3
The $10,000 Ask:
When you have the right tools, you won’t dread fundraising. Then your confidence grows and that is contagious.

1. EXPERIENCE PLANS
2. PITCH-DECK / PROMPT
3. GIFT CHART

- Conversation OVER Presentation
- Clarity of Plans, Programs, Need
- Transparent Financial Data
How are you feeling?
When you're ready to secure larger gifts, there are a few ways I can help:

Text me Your Email Address: 312-213-7456
Private Growth & Development Coaching

90-Day Fundraising Program

October 15

QuamTaylor.com/LETSGROW
Thank YOU for attending!