



# The Subtle Art of Shameless Asking

Suzi Pagel, CFRE  
Foundation Innovation, LLC

# What is Fundraising, Really?

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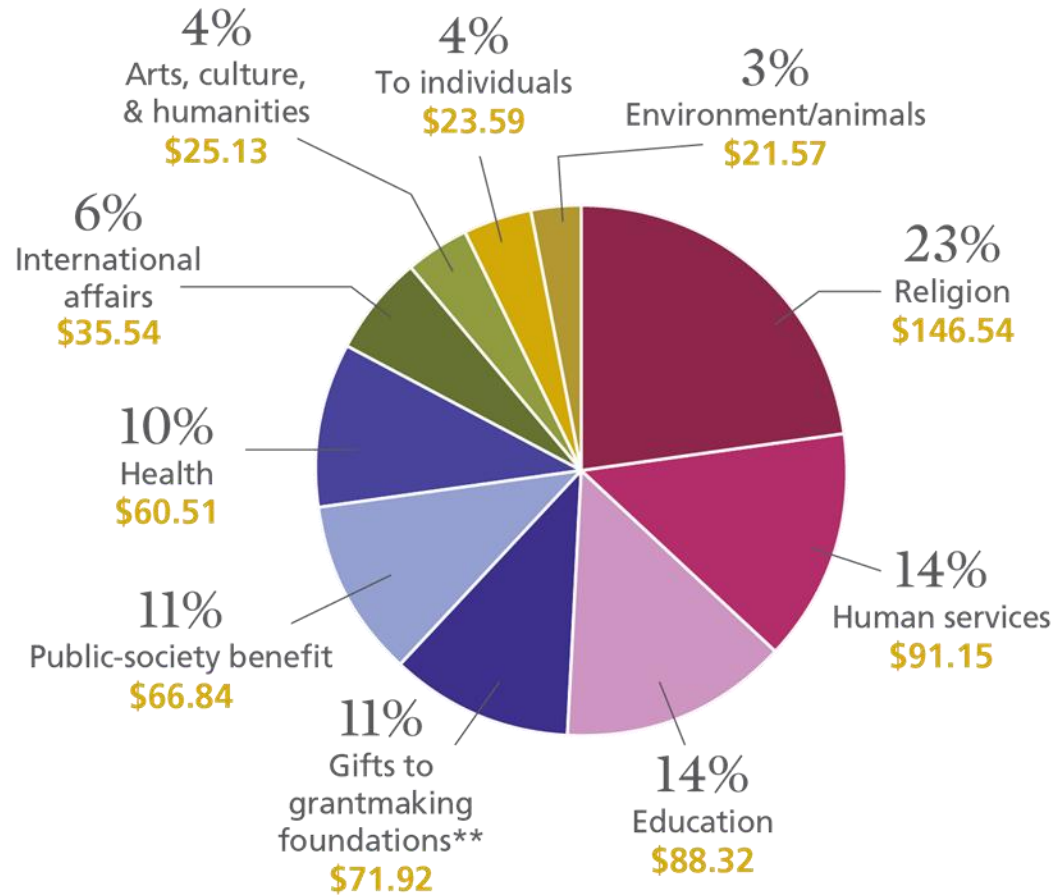
- ❑ Fundraising as a relationship-building process, not just money-raising
- ❑ Mission alignment: Connecting donors with impact
- ❑ Myths & misconceptions (e.g., “Asking is begging”)



*Fundraising is the gentle art of teaching the joy of giving.” Dr. Henry ‘Hank’ Rosso*

# 2024 contributions: \$592.50 billion by type of recipient organization\*

(in billions for dollars – all figures are rounded)

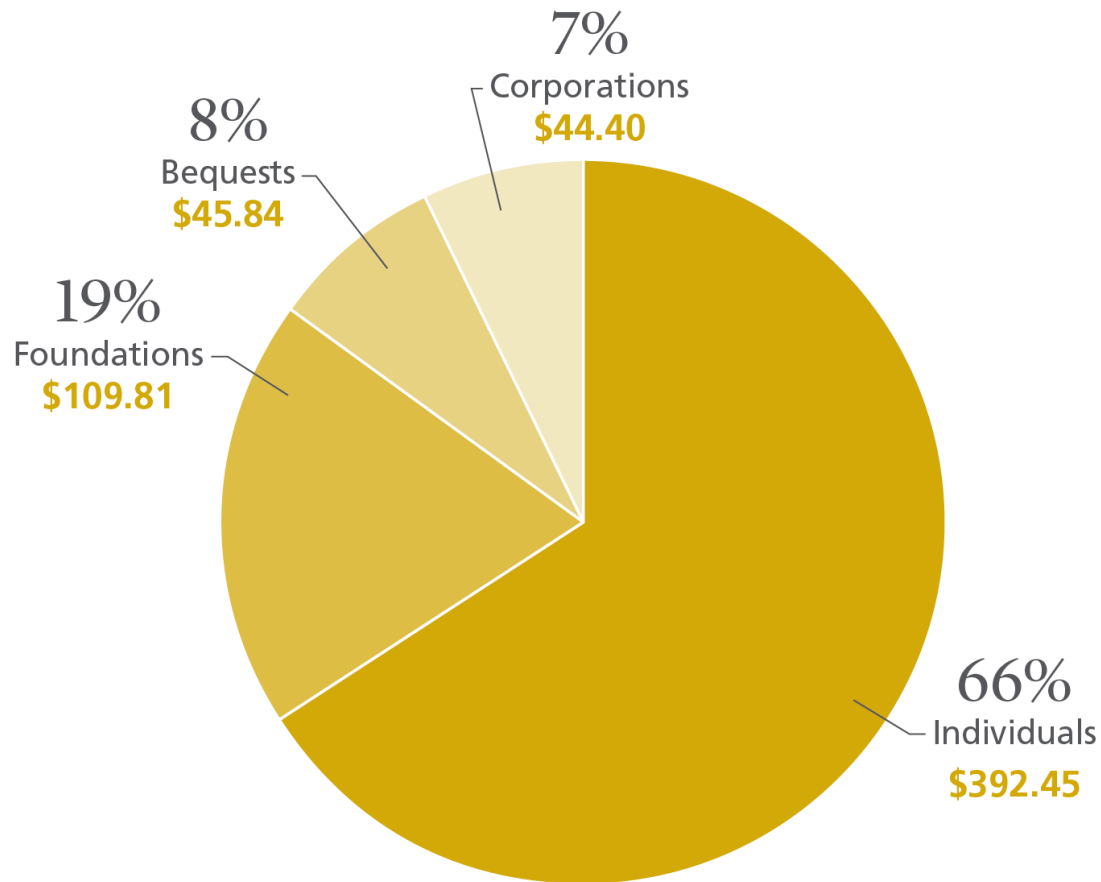


\* Total includes unallocated giving, defined as the difference between giving by source and recipient categories. Unallocated giving totaled -\$38.60 billion in 2024.

\*\* Estimates developed by Indiana University Lilly Family School of Philanthropy using data provided by Candid.

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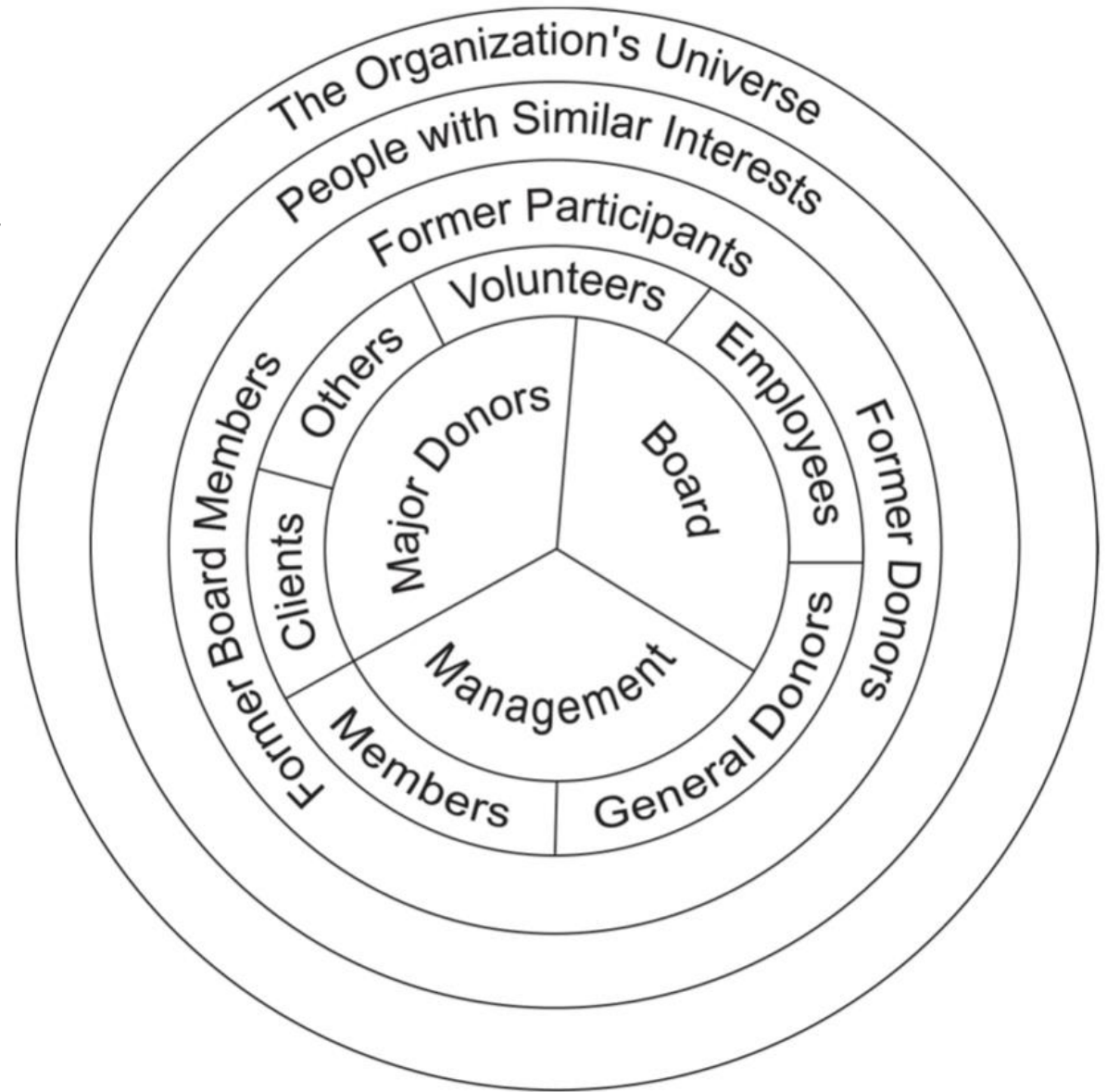




# The LAI Model: Linkage, Ability, Interest

- L = Linkage: Relationship to the organization
  - A = Ability: Capacity to give
  - I = Interest: Passion or alignment with the mission
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- How do you use LAI to prioritize prospects?
  - How do you determine which donors exhibit these three traits?
  - Must you have all 3 in order to qualify as a worthwhile prospect?

# Hank Rosso's Constituency Model



Each layer represents a level of involvement, influence, or connection and helps focus your engagement strategies.

## 1. Identification

Find and recognize potential donors.

## 2. Cultivation

Build a relationship through engagement and communication.

## 3. Solicitation

Ask for a gift with a clear and compelling case.

## 4. Stewardship

Thank, report back, and show impact to retain trust.

## 5. Repeat

Encourage continued support through re-engagement.

# DONOR LIFE CYCLE

# The Donor Life Cycle

# What Makes a Good Fundraising Program?



Mission-driven and donor-centered



Clear, compelling case for support



Leadership involvement (staff + board)



Consistent communications & storytelling



Systems & infrastructure: database, donor tracking



Metrics & evaluation (retention rates, ROI, etc.)



What Does  
This  
Statement  
Mean to You?



# Principles of Fundraising

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- Cultivate before asking
- Think of the needs of the donor
- Personalize your solicitation
- Anticipate objections/issues
- Show the need from the organization; the match the donor is for this project
- Raise funds from the inside out
- Raise funds from the top down
- Be proud to represent your EF
- You're a PEER in this conversation



# The Best Way to Contact Potential Donors

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- ☐ Postal Service
- ☐ Email
- ☐ Phone Call
- ☐ Text Message
- ☐ In Person

**Answer: Any and/or ALL  
of the Above!**



# But What Do I SAY??



Send materials to potential donor



Follow up phone call, text, etc.



Schedule meeting time



Tell why you serve on the board



Storytelling – give examples



Why is this a good fit for your donor?



“Will you join ME in supporting my EF?” Then LISTEN!



Follow up questions or firm up the details



Thank them for their time



Celebrate!

# Sure, but what IF??

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They don't give me  
an answer?

They say they  
already pay  
property taxes?

Their child had a  
bad year last year in  
the ISD (teacher  
didn't like my kid)?

They have to talk to  
their  
spouse/business  
partner?

They don't have the  
funds right now?

They want their  
donation to go to  
their favorite  
teacher of all time?

They ask a question  
and I don't know  
the answer???

They say they've  
already spent their  
budget this year?



**SUNDAY  
MORNING**

# Questions/Comments

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*Feeling gratitude and not expressing it is like wrapping a gift and not giving it.*

*Unknown*