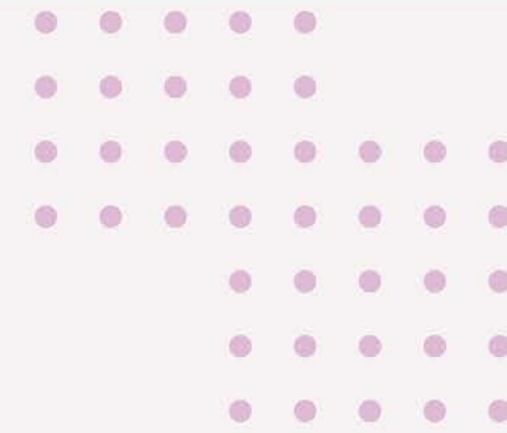




LG. PHILANTHROPY



MOONSHOT THINKING

In Fundraising



OVERVIEW

- 01 The Power of Moonshot Thinking
- 02 Overcoming Obstacles
- 03 Engaging Board Members
+ Inspiring Alumni
- 04 Call to Action

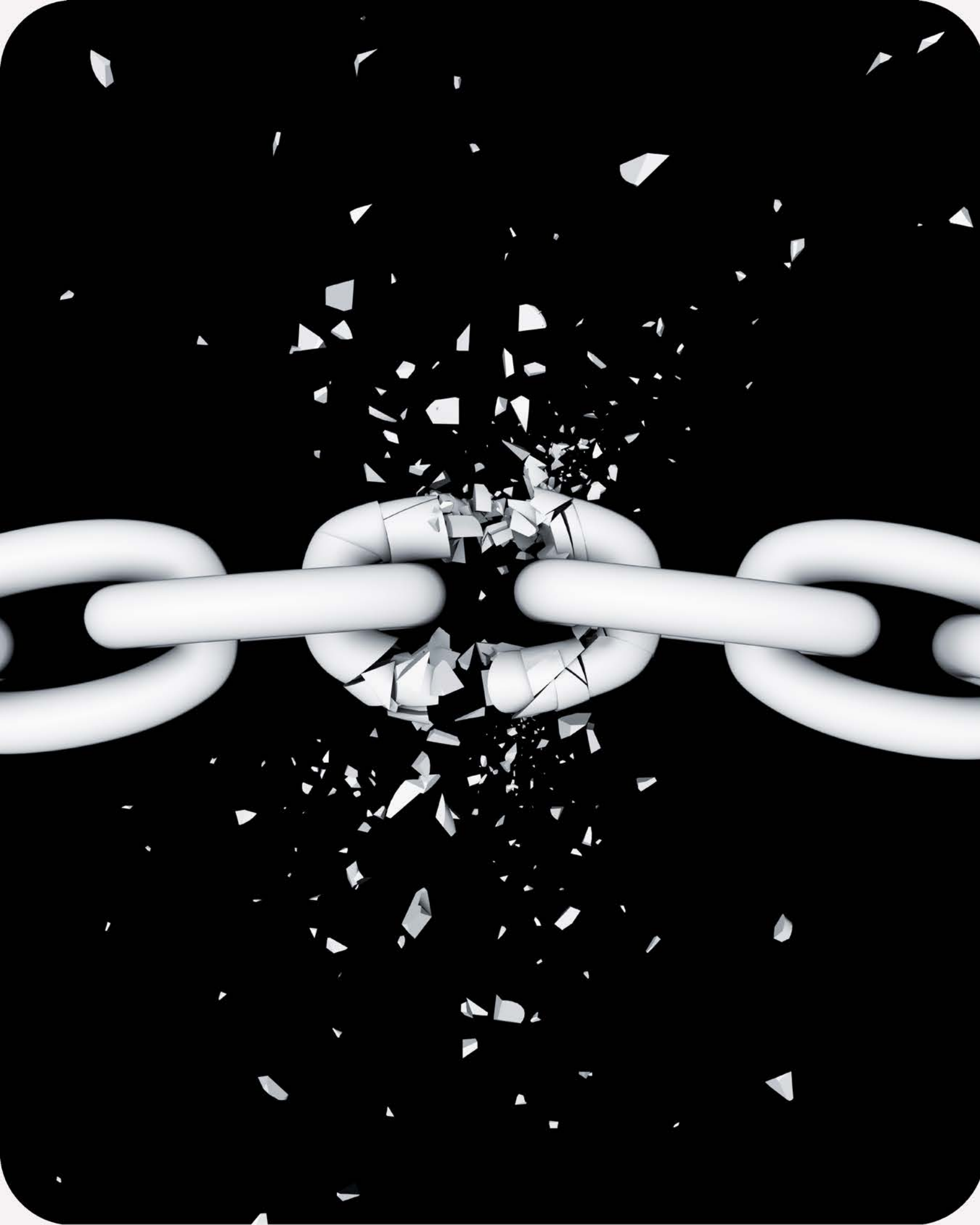


WHAT STOPS US FROM THINKING BIG?



- Not being able to see how the vision can be operationalized
- Fear of the ask amount
- Coming up with all the reasons a BIG idea won't work
- The idea has never been done before
- No idea how to start
- Outside our comfort zone
- Judgement – people telling you it can't be done
- Fear of failure





Item 01 **LET GO OF LIMITATIONS**

- Get comfortable with discomfort
- Set the right kind of goals
- Find supportive colleagues and partners
- Become the person others want to help



GET COMFORTABLE WITH DISCOMFORT

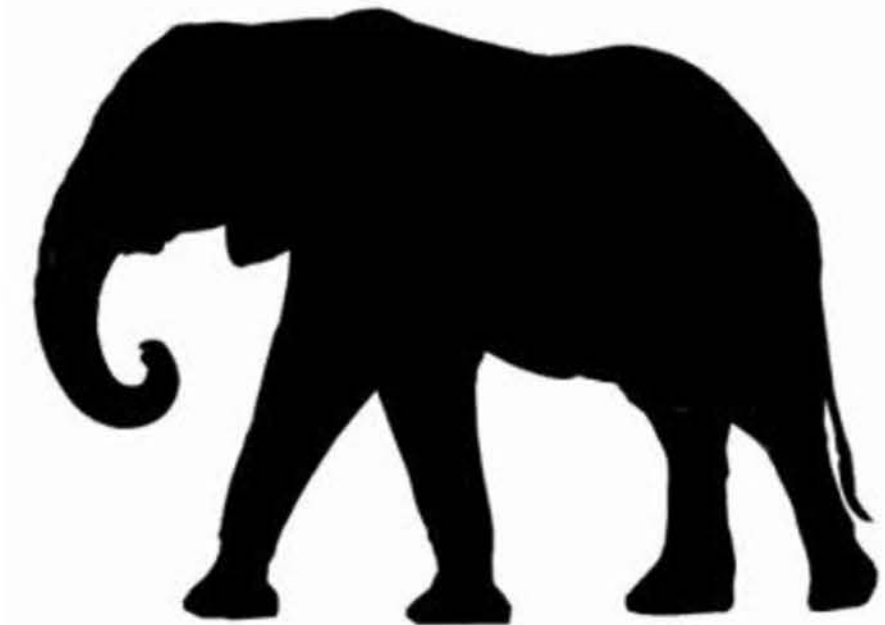
- Not everyone is going to think your idea is a good idea.
- There will be *MANY* challenges and obstacles – but there are *SOLUTIONS*
- Work on finding the solution to people's objections
- Be open to constructive dialogue



- Manage your expectations
- Don't try to do everything at once
- Establish milestones for success
- When you are in the middle of the process, look back to see how far you have come
- Fail Fast
- Recover Quickly
- Keep trying
- Permission to fail when we try strategic innovation

Item 02 SET THE RIGHT GOALS

How do you eat an
ELEPHANT?



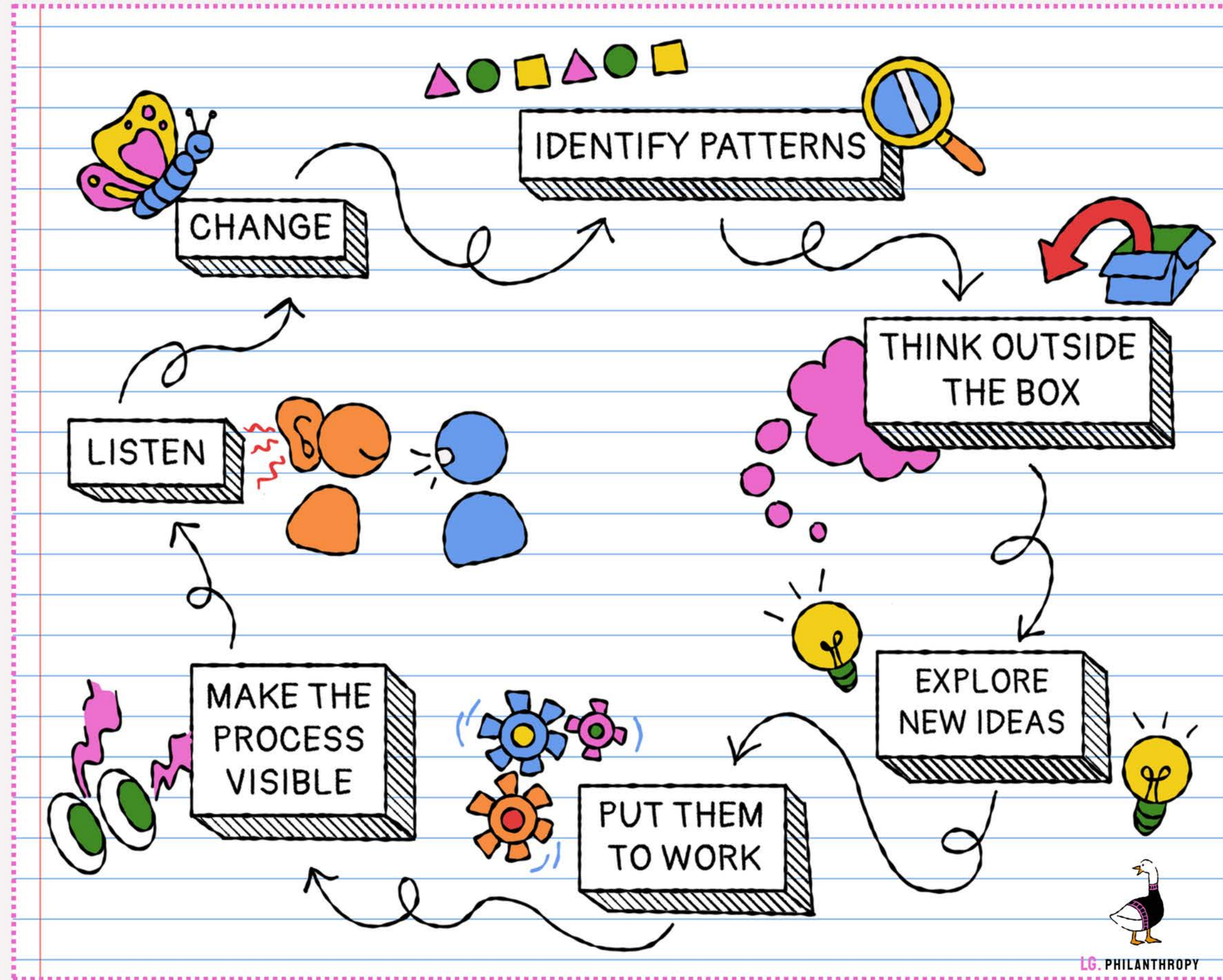
One bite at a time...

BE CURIOUS + ASK QUESTIONS



- What inspires you to give back to our community?
- What are your top goals when considering making a difference in our community?
- How do you and your family plan for charitable giving? What are your top goals when you consider giving to a nonprofit / your community outreach efforts?
- How do you measure success when giving to a nonprofit? What key factors do you consider before donating to a nonprofit?
- What are your expectations when you give to a nonprofit?
- How do you like to be recognized for your philanthropic giving? Do you enjoy visiting program locations or participating in planning activities or philanthropic events?

TURNING A BIG IDEA INTO ACTION





FIND SUPPORT IN BOARD MEMBERS + ALUMNI

Item 03

- We are not experts in everything
- Big ideas take lots of support
- Our colleagues and volunteer partners are incredible resources
- Engaging others in the process helps to create buy in and support... helping achieve the big goal
- We can't do it alone



ENGAGING BOARD MEMBERS IN MOONSHOT THINKING

- **Set a Bold Vision:** Clearly articulate the moonshot goal for the institution
- **Foster a Culture of Innovation:** Encourage risk-taking and experimentation
- **Provide Data and Insights:** Share research on educational challenges and opportunities
- **Empower Board Members:** Delegate responsibilities and decision-making authority



INSPIRE ALUMNI FOR MOONSHOT SUPPORT

- **Tap into Alumni Passion:**
Connect alumni to the institution's mission and values
- **Showcase Student Success Stories:**
Highlight the impact of education on alumni lives
- **Create Exclusive Giving Opportunities:**
Offer unique ways to support the moonshot
- **Build a Strong Alumni Network:**
Foster connections and a sense of community



BE THE PERSON OTHERS WANT TO HELP

Thinking big requires understanding that the biggest and most meaningful projects simply can't be accomplished on your own. Other people are going to open the doors and spread your messages.

So how can you get others involved and inspired to help? It's all about attitude and reliability. You make commitments and fulfill them, you learn in action, and you deal with your own voices of judgment without being critical of others.

- Ask for guidance
- Ask for advice
- Ask questions
- Own what you don't know and ask for help



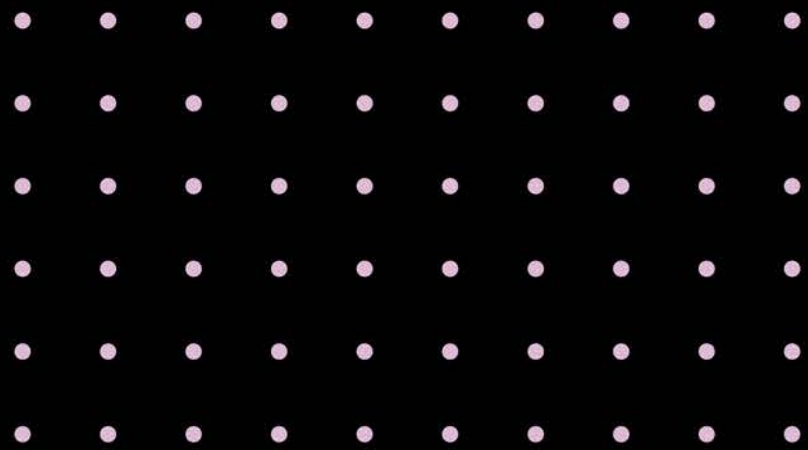
CALL TO ACTION

item 04

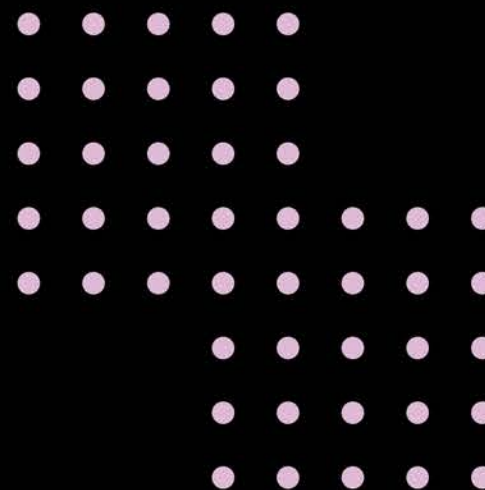


- **Your Challenge:** Encourage board members and alumni to think big
- **Provide Next Steps:** Outline specific actions to take
- **Inspire Hope and Optimism:** Paint a picture of a brighter future through education





THANK YOU!



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[Let's Connect](#)