



Building the Roadmap for

Successful Donor Relationships

LG. PHILANTHROPY

Welcome

Fundraising is not rocket science, but it can be just as hard if you don't have the right relationships.

The tactics I follow and share with you, are designed based on my personal approach, focusing on the **HEART** of the mission and putting best practices in motion.

This e-book will provide you and your team guidance, and personal insights to help secure transformational partnerships.

Our mission at LG. Philanthropy is to unleash the full potential of your organization by amplifying impact and creating lasting positive change in the communities you serve.



LG.

PHILANTHROPY

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CREATING YOUR ROADMAP



TO SUCCESSFUL RELATIONSHIPS

Successful fundraisers rely heavily on establishing mutual trust, connection, and understanding with donors and the communities they serve.

Together, we will create a plan to cultivate enduring relationships with donors.

Envision the endless possibilities that lie ahead for your organization when you can inspire, educate, and connect with individuals from diverse backgrounds. You have the power to make a meaningful impact, whether by offering valuable insights, evoking emotions, or initiating conversations that lead to successful relationships.

Take a moment to contemplate what motivates you as a fundraiser. What are the aspects of the work you and your organization do that will inspire people to become a part of your organization in a meaningful and impactful way.

Now take a moment to contemplate what motivates the donor you are working to engage. What will inspire them? How can they have impact, how can we give them a platform to change the world with us?

Hey, I'm Lauren!

ABOUT ME

I believe that there is nothing in this world that I could do as well as or love as much as I do fundraising. The way I approach the work is the way I approach most things I love doing - with integrity, grit and genuine joy.

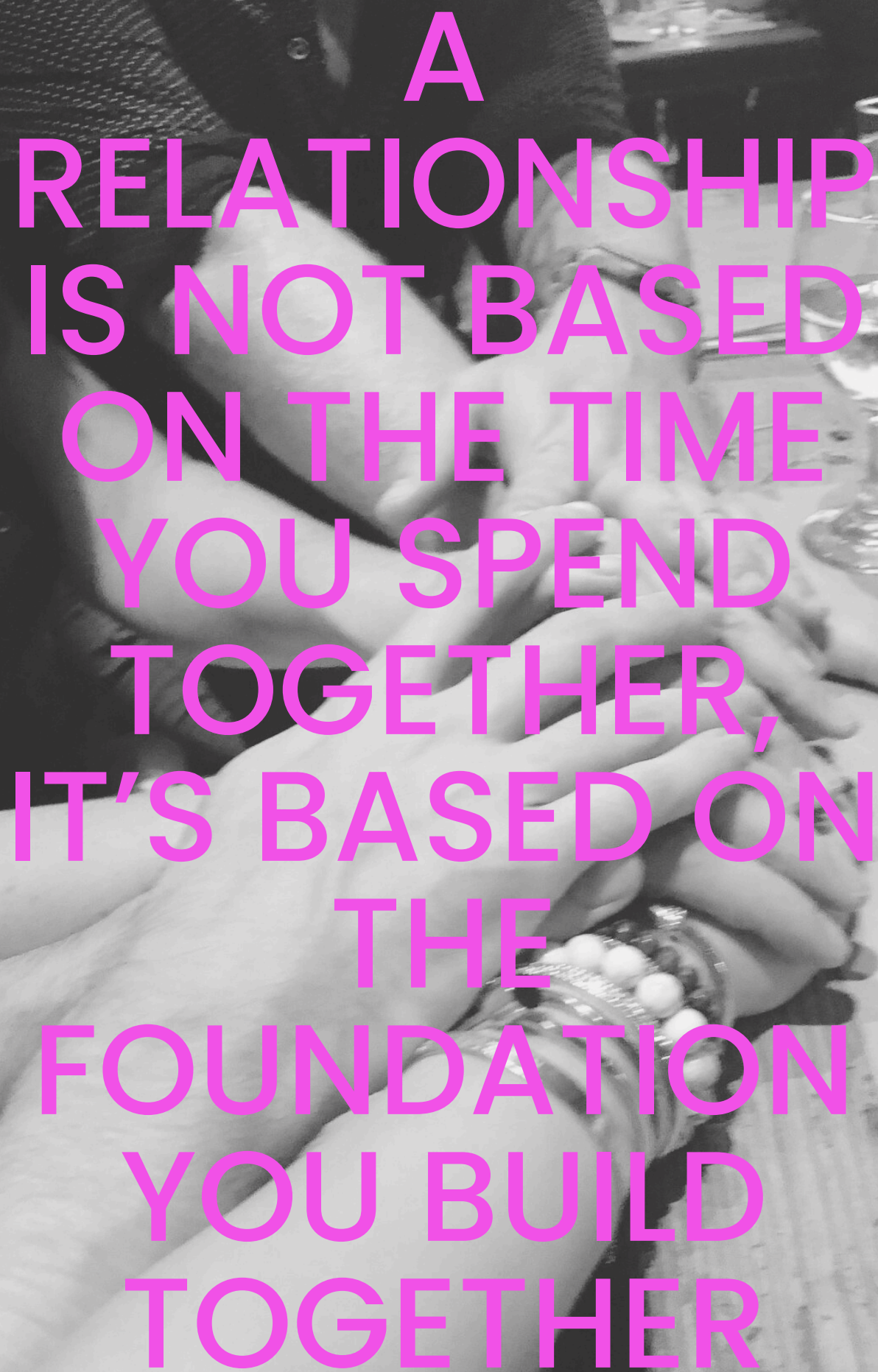
I founded LG. Philanthropy with the mission to uplift and empower non-profit organizations and their communities, facilitate their remarkable endeavors in making a positive impact on the world.

WHY ALL THE PICTURES OF HANDS?

To me the hands represent being all in! It is understanding that fundraising is a team sport. It's a reminder that while we are a small team at LG. Philanthropy, we have the support of friends and family that always have our back and we have theirs!

VISIT OUR WEBSITE:
WWW.LGPHILANTHROPY.COM



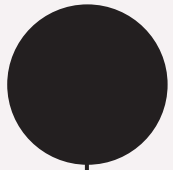


A
RELATIONSHIP
IS NOT BASED
ON THE TIME
YOU SPEND
TOGETHER,
IT'S BASED ON
THE
FOUNDATION
YOU BUILD
TOGETHER

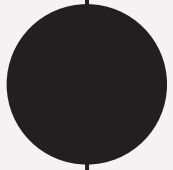
INSPIRATION

THE FOUR T'S

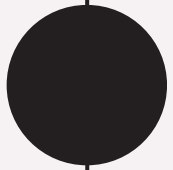
*"BUILDING TRUST IS A PROCESS. TRUST RESULTS FROM CONSISTENT AND PREDICTIBLE INTERACTION OVER TIME."
Barbara M. Wright*



GIVE THOUGHT



BE TRANSPARENT



WORK TOGETHER



BUILD TRUST

A young child with curly hair, wearing a yellow turtleneck, is shown in profile, resting their chin on their hand in a thoughtful pose. The background is a soft grey. Overlaid on the image are several white question marks of various sizes and a large, glowing yellow lightbulb with radiating lines, symbolizing ideas and questions.

SAMPLE QUESTIONS TO CONSIDER ASKING

- 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 non-profit/your community outreach efforts?
- How do you measure success when giving to a non-profit?
- What key factors do you consider before choosing a non-profit to give to?
- What are your expectations when you give to a non-profit?
- How do you like to be recognized for your philanthropic giving?
- Have you ever served on a non-profit board or committee before? What experience did you find valuable? Challenging?
- Do you enjoy visiting program locations or participating in planning activities or philanthropic events?

THINKING THROUGH THE FOUR T'S



WHAT WILL YOU DO AND ASK TO GIVE THOUGHT?

HOW WILL YOU BE TRANSPARENT?

HOW WILL YOU WORK TOGETHER?

HOW WILL YOU BUILD AND MAINTAIN TRUST?

PREP WORK

This section is all about you. In order to truly build successful donor relations, you need to understand what drives you. In this section, please take the time to reflect on your personal and professional goals as it relates to the mission you serve.

Think about your life, growing up, the changes you want to see and make in the world. Think about the mission of your organization or of an organization you want to work for, what inspires you? What do you love about the work you are doing? Why are you doing it?

Write your answer here...

Now think about the organization, what are the mission, values and goals? Why is the work important? What are you doing to have transformational impact? How can someone help support your efforts?

Write your answer here...

...CONTINUED

Now, combine your personal passion for your work with the mission and values of the organization your work for.

Write your answer here...

Use the space below to write your 30 second "Elevator Pitch". This is an integral part of the roadmap on our journey to engage donors and build successful relationships. It should come from your heart, short and sweet.

DONOR PROFILE

In this section, let's get to know your donor or prospect the right way. This section is all about the donor. In order to truly build successful donor relations, you need to understand what drives them.

Prospect:

Interests:

Needs:

Name:

Values:

Goals:

Contact Information:

Connections:

Behaviors:

Notes:

INSPIRATION

I ALONE
CAN'T
CHANGE THE
WORLD, BUT
I CAN CAST
A STONE
ACROSS THE
WATER TO
CREATE
MANY
RIPPLES.

MOTHER THERESA

LG. PHILANTHROPY

THANK YOU

For more information about this workshop
and other trainings please reach out to
Lauren@LG-Philanthropy.com

LG. PHILANTHROPY