

*Ambassadorship
through
Fundraising*

Putting the Fun Into Fundraising – Taking the Pain Out of Campaign

Howie Milstein, 2019 Campaign Irritant



Teeing Up Conversations

Questions to Facilitate Dialogue

What are your earliest memories of your own charitable giving, and what was the inspiration behind it?



How has your strategy or motivation to support charitable causes evolved since then?



Specific to your earliest FEDERATED giving, how much was your understanding of the model influential to your choice to support the community in that way?

It has been said that federated models aren't as appealing as they once were. What's your personal feeling and what do you think other people believe?

← Possible conversational inflection point!

In your opinion, what is the modern case for federated giving? What could be appealing to other people who aren't adequately informed of the model?

How well do you feel connected to the MJF's value proposition? What would you like to know more about?

What This Process Does

1. Defocuses on the tension around \$\$\$
2. Helps stakeholders consider their values
3. Helps align values around the MJF's deliverables
4. Campaigner not seen as a solicitor, but a connector
5. Enables campaigner to fill in blanks on the MJF's value proposition
 1. This is the ambassadorship piece
6. Identifies opportunities to recruit resources to more deeply engage stakeholders
7. Over a cinnamon bun or sprinkled donut, adds an element of fun!

Board Director Opportunity

- Doing solicitations is a great way to learn more about the MJF for yourself – it'll inspire you to “lean in” to the organization
- You'll have a better understanding of the mindset of the community, enabling you to better represent it to the board
- Going to the now multitude of “training” opportunities, you can easily become better-informed
 - Wise Up Wednesdays
 - Campaign & Champagne
- Sitting on the receiving side of these questions is a great way to consider your own values (best if someone else asks you)