

Building Philanthropic Relationships and Making the Ask

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Future

For the future
THE CAMPAIGN FOR PENN STATE STUDENTS

PENNSSTATE



Why do Penn State alumni, parents, and friends give?

- Restatement of their values
- They are asked
- The campaign supplies the urgency
- In your experience, why have donors given to Penn State?
- What's special about investing in Penn State?

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Why are/will you be successful in soliciting campaign gifts?

Because you are:

- Philanthropic
- Committed to Penn State values and the campaign's success
- A trusted colleague/friend
- Confident
- Goal-oriented
- Well staffed

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Why are/will you be successful in soliciting campaign gifts?

And because you do not have to be:

- A development officer
- A content expert on all details of the campaign's priorities
- A charitable tax attorney

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What works?

- Think like the prospect
- Think big
- Identify alumni's preferences and interests, not your needs
- Listen and understand the prospect's point of view
- Educate appropriately

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What works?

- Ask open-ended questions to stay on track and set the tempo
- Always face-to-face for key steps in the relationship
- Volunteers coordinating and communicating with the development team to manage relationships on the front and back end
- Proposals can clarify, focus, and close commitments

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A Case Study

The first-time principal-level donor/couple with three interests and a new President

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