

FAAST Donor Cultivation Manual

- 1 It's not about money; it's about relationships
- 2 The key to successful fundraising is relationships. We need to identify prospective
3 donors and begin developing a relationship. The strength of our donor relationships will
4 ultimately determine our success as a fundraiser.
- 5 Honesty goes a long way in developing a close and more meaningful connection with a
6 prospective donor. It comes back to the very basics of relationship building, open and
7 steady communication and trust. If a potential donor feels they're well-informed and
8 you're respecting them enough to have an awkward conversation, they're much more
9 likely to stay with you.

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10 Elevator Speech

11 Steps for Individualizing Your Elevator Speech

12 1. Pick a person you frequently interact with or know.

13 2. Research the target.

14 3. Begin with the 30 Second Elevator Speech Formula.

15 4. Think of a story you want to tell.

16 5. Individualize.

17 6. Put everything on paper.

18 7. Begin massaging.

19 8. Cut the jargon.

20 9. Ensure the message addresses one issue and one solution.

21 10. Do your best to keep your 30 Second Elevator Speech at 90 words.

22 11. Memorize key points.

23 12. Practice.

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24 #1 Formula for Organization Elevator Speech

25 **NAME OF PERSON YOU ARE SPEAKING TO**, imagine not being able to
26 **STATEMENT OF LIMITED FUNCTION AND RELATED DISABILITY CONDITION.**
27 There's a program in Florida that helps people find solutions to problems like this one.
28 Are you familiar with FAAST? I'm on the Board of FAAST, and we are the only program
29 like this in Florida. I'd love to tell you more about FAAST and give you a tour of a
30 center. I'll call you in a couple of days. (Here's my business card.)

31 Example

32 Name of Person: Hannah

33 Statement of Limited Function: Not able to pick up a spoon

34 Disability Condition: Hand constantly shaking

35 Hannah, imagine not being able to pick up a spoon because your hand constantly
36 shakes. There's a program in Florida that helps people find solutions to problems like
37 this one. Are you familiar with FAAST? I'm on the Board of FAAST, and we are the
38 only program like this in Florida. I'd love to tell you more about FAAST and give you a
39 tour of a center. I'll call you in a couple of days. (Here's my business card.)

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40 #2 Formula for Disability – Core Service – Solution

41 Can you imagine if PERSON <<then>> STATEMENT OF LIMITED FUNCTION?
42 There's a program in Florida that helps people find solutions to problems like this one.
43 Are you familiar with FAAST? I'm on the Board of FAAST, and we are the only program
44 like this in Florida. STATEMENT ON HOW A CORE SERVICE MAY HELP IMPROVE
45 LIMITED FUNCTION. I'd love to show you DEVICES THAT MAY IMPROVE
46 FUNCTION. I'll call you in a couple of days and schedule a visit to our center. Here's
47 my business card.

48 Example

49 Individualizing points from the formula

50 Person: (In general) child

51 Statement of Limited Function: Not able to play with toys

52 Core Service and how it may help improve function: Device Loan but refer to it as a
53 lending library. People are familiar with a library.

54 Devices that may help improve function: adapted toys

55 Can you imagine if a child couldn't play with her toys? There's a program in Florida that
56 helps people find solutions to problems like this one. Are you familiar with FAAST? I'm
57 on the Board of FAAST, and we are the only program like this in Florida. We operate a
58 toy lending library, at no cost. I'd love to show you some of these toys. I'll call you in a
59 couple of days and schedule a visit to our center. Here's my business card.

60 Second Example

61 Individualizing points from the formula

62 Person: You (your audience)

63 Statement of Limited Function: Not being able to speak

64 Core Service and how it may help improve function: Device Loan but refer to it as a
65 lending library. People are familiar with a library.

66 Devices that may help improve function: Communication Devices

67 Can you imagine if you lost the ability to speak? There's a program in Florida that helps
68 people find solutions to problems like this one. Are you familiar with FAAST? I'm on
69 the Board of FAAST, and we are the only program like this in Florida. People can visit
70 one of our centers for a hands-on demonstration of devices that assist with
71 communicating. I'd love to show you some of these devices. I'll call you in a couple of
72 days and schedule a visit to our center. Here's my business card.

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- 73 Third Example
- 74 Individualizing points from the formula
- 75 Person: You (your audience)
- 76 Statement of Limited Function: Visual impairment
- 77 Core Service and how it may help improve function: Device Demonstration
- 78 Devices that may help improve function: Digital Magnifiers
- 79 Can you imagine if everything you tried to read was too small, even with glasses?
- 80 There's a program in Florida that helps people find solutions to problems like this one.
- 81 Are you familiar with FAAST? I'm on the Board of FAAST, and we are the only program
- 82 like this in Florida. Anyone can visit one of our centers for a hands-on demonstration of
- 83 devices that magnify words in a book or on a prescription bottle. I'd love to show you
- 84 some of these devices. I'll call you in a couple of days and schedule a visit to our
- 85 center. (Here's my business card.)

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86 Steps for Individualizing Follow-up Comments

- 87 1. Work with FAAST to schedule and plan the follow-up.
- 88 2. Become familiar with the devices you might show.
- 89 3. Begin with follow-up formula.
- 90 4. Relate the interaction to your elevator speech.
- 91 5. Individualize.
- 92 6. Put everything on paper.
- 93 7. Begin massaging.
- 94 8. Cut the jargon.
- 95 9. Main Points to Include:
 - 96 a. The only program like this in Florida.
 - 97 b. Mention we are part of a nationwide program.
 - 98 c. We are a free resource.
 - 99 d. Technology is expensive.
 - 100 e. How FAAST services are important to individuals with disabilities.
 - 101 f. Why are FAAST services important to individuals with disabilities.
 - 102 g. The benefit of FAAST services to society.
 - 103 h. A statement on the importance of advocacy.
 - 104 i. If possible, an example of advocacy efforts.
 - 105 j. A statement on the need for more funds.
 - 106 k. Ask the person about her/his experience.
 - 107 l. Offer the person FAAST services depending on her/his response.
 - 108 m. Stress working together (aka stronger together)
- 109 10. You will not use all the main points in one statement.
- 110 11. As with the elevator speech, you want to keep dialogue to approximately 30
- 111 seconds or 90 words.
- 112 12. Memorize key points.
- 113 13. Practice.

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114 Sample Follow-up Conversation #1

115 Elevator Speech: Hannah, imagine not being able to pick up a spoon because your
116 hand constantly shakes. There's a program in Florida that helps people find solutions to
117 problems like this one. Are you familiar with FAAST? I'm on the Board of FAAST, and
118 we are the only program like this in Florida. I'd love to tell you more about FAAST and
119 give you a tour of a center. I'll call you in a couple of days. (Here's my business card.)

120 Main Points to include in follow-up statements:

121 Only program like this in Florida: Check

122 Mention we are part of a nationwide program: Check

123 We are a free resource: Check

124 Technology is expensive: Check

125 How FAAST Services are important: The device loan program allows customers to try
126 before they buy.

127 Why are FAAST Services important: Reduces technology abandonment

128 The benefit of FAAST to society: Saves taxpayers money

129 Statement on the importance of advocacy: We also advocate on a state and federal
130 level to ensure Floridians have access to these tools

131 If possible, an example of advocacy efforts: AT Follows a Child

132 Statement on the need for more funds: Needing addition funds to purchase up-to-date
133 equipment due to level funding for 15 years.

134 Ask the person about her/his experience: Check

135 Offer the person FAAST services depending on her/his response: Person mentioned
136 people that go to her/his church. Offer brochures, circle the telephone number and
137 include the name of a FAAST person to ask for

138 Stress working together (aka stronger together): Check

139 Follow-up Statement #1, Greeting

140 Thanks for agreeing to visit the center. As I mentioned, we are the only program like
141 this in Florida, but we are part of a federal initiative. There's a FAAST in every state.
142 Before I show you around, here are a few things I want to stress. We are a free
143 resource. Some of the things I'm going to show you are expensive. We want people to
144 try before they buy. Technology abandonment is a big issue. Our goal is to help people
145 decide on the best solution. Finding the best solution before a purchase is important
146 because Medicaid and Medicare purchase some of the devices you'll see today. We
147 want to save taxpayers money and make people more independent at the same time.

148 Follow-up Statement #2, During a device demonstration

149 Not only do we have the lending library, but we also advocate on a state and federal
150 level to ensure Floridians have access to these tools. FAAST was the primary force
151 behind Florida's AT Follows a Child bill. This bill allows assistive technology to follow a
152 child as they move from one school to another. For example, when a child graduates
153 from middle school to high school, their devices go with them instead of starting the
154 process all over.

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155 Follow-up #3, At the end of a device demonstration

156 As I mentioned before, some of these devices are expensive. Our funding has
157 remained the same for 15 years. It's a little embarrassing, but due to funding, we can't
158 purchase updated devices and software. Most of the time, updates offer more features,
159 and these features are sometimes the difference in keeping a job or living in the
160 community independently.

161 Ending Statement

162 Thank you so much for coming to the center. I hope it's been a pleasant experience.
163 We are here to help, so if you know of anyone that might need our services, please
164 share my information. What did you like most about the center?

165 Response: I had no idea these things existed or an organization like FAAST. I do think
166 some people I go to church with might need some of the things I saw.

167 Well, let me give you some brochures to share with them. Please tell people that can
168 call this number (circle number on a brochure) and ask for Tim (add FAAST person).
169 You know, by learning more about each other, I'm sure will find another opportunity for
170 FAAST to help people. We are "stronger together."

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171 Sample Follow-up Conversation #2

172 Elevator Speech: Can you imagine if you lost the ability to speak? There's a program in
173 Florida that helps people find solutions to problems like this one. Are you familiar with
174 FAAST? I'm on the Board of FAAST, and we are the only program like this in Florida.
175 People can visit one of our centers for a hands-on demonstration of devices that assist
176 with communicating. I'd love to show you some of these devices. I'll call you in a
177 couple of days and schedule a visit to our center. Here's my business card.

178 Main Points to include in follow-up statements:

179 Only program like this in Florida: Check

180 Mention we are part of a nationwide program: Check

181 We are a free resource: Check

182 Technology is expensive: Check

183 How FAAST Services are important: Device demonstrations show customers features
184 of devices which improves the decision-making process.

185 Why are FAAST Services important: Gives people a voice

186 The benefit of FAAST to society: Allows a person to see features of a device which
187 assists in decision-making.

188 Statement on the importance of advocacy: We also advocate on a state and federal
189 level to ensure Floridians have access to these tools

190 If possible, an example of advocacy efforts: Issue surrounding Medicaid concurrence
191 statement

192 A statement on the need for more funds: Communication devices are the most
193 requested device which may cause a waiting list.

194 Ask the person about her/his experience: Check

195 Offer the person FAAST services depending on her/his response: Person mentioned
196 the amazement of seeing communication devices in-person. Offer to email links to
197 YouTube videos of people using communication devices.

198 Stress working together (aka stronger together): Check

199 Follow-up Statement #1, Greeting

200 Thanks for agreeing to visit the center. I am so excited to show you some of these life-
201 changing devices. As I mentioned, we are the only program like this in Florida, but we
202 are part of a federal initiative. There's a FAAST in every state. Before I show you
203 around, here are a few things I want to stress. We are a free resource. Some of the
204 things I'm going to show you are expensive. Communication devices are some of the
205 most expensive things we have in our inventory. Our goal is to help people decide on
206 the best solution because Medicaid and Medicare are the primary funding sources for
207 communication devices. We want to make sure the right device is selected because
208 this is a person's voice. Speech, no matter the form, is the foundation to independency.

209 Follow-up Statement #2, During a device demonstration

210 Not only do we provide device demonstrations, but we also advocate on a state and
211 federal level to ensure Floridians have access to these tools. FAAST is working with
212 Medicaid to streamline the process for school-age children to receive communication
213 devices.

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- 214 Follow-up #3, At the end of a device demonstration
- 215 As I mentioned before, some of these devices are expensive. Our funding has
216 remained the same for 15 years. Communication devices are the most requested items
217 in our lending library. At times, we have a waiting list. A waiting list means someone is
218 going without a voice. Imagine how that would feel?
- 219 Ending Statement
- 220 Thank you so much for coming to the center. I hope it's been a pleasant experience for
221 you. We are here to help, so if you know of anyone that might need our services,
222 please share my information. What did you like most about the center?
- 223 Response: I've heard about these things but never have seen them up close. I can see
224 how this would open doors for people that can't speak. It's truly amazing.
- 225 I appreciate the kind words. Let me give you a brochure and some information about
226 the devices you saw. I would love to send you some links to YouTube videos of people
227 using these devices. Warning, when you watch them have some Kleenex. Its people
228 like you that can help our program. We are "stronger together."

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229 Building the Relationship

230 You must continue showing a prospective donor the impact a potential gift will have.

231 The following is a suggested list of activities:

- 232 1. Send a handwritten thank-you note for taking the time to learn about FAAST.
- 233 2. Become a follower of the prospective donor on social media.
- 234 3. Share a success story via email or social media.
- 235 4. Ask the prospective donor to share a story on her/his page.
- 236 5. Continue researching the prospective donor to get more information, including
- 237 her/his affinities, communication styles, and desire/ability to donate.

238 After engaging in relationship building activities, now is the time to ask yourself:

- 239 1. Does the prospective donor have a good idea of the services FAAST provides?
- 240 2. Have you established a good rapport with the prospect?
- 241 3. Is the prospective donor inspired?
- 242 4. Has a bond been established between the prospective donor and you?

243 If you answer no to any of those questions, assess if more time is needed cultivating a
244 relationship or do you need to move to another prospect.

245 If you answer yes to all the relationship building questions, then it's time to provide the
246 prospective donor an opportunity to do something that will positively impact FAAST.

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247 The Pitch

248 Steps for Individualizing Your Pitch

- 249 1. Review all the activities up to this point.
- 250 2. Write your pitch. Do not be vague.
- 251 3. Begin with the Pitch Formula.
- 252 4. Individualize.
- 253 5. Put everything on paper.
- 254 6. Begin massaging.
- 255 7. Cut the jargon.
- 256 8. Ensure the message includes a specific pitch.
- 257 9. Make precise statements.
- 258 10. Memorize key points.
- 259 11. Practice.

260 Formula

261 #1 Pleasantries

262 **NAME OF PERSON YOU ARE SPEAKING TO**, thank you for seeing me again? How
263 are things with you?

264 #2 Transition, ensure the audience knows the topic has changed

265 Listen, I appreciate you taking the time to learn about FAAST. As you may tell, I am
266 very proud to be part of this organization.

267 #3 Connection

268 Every time I visit the center, I see the magic of assistive technology and the lives in
269 impacts. **CONNECTION STATEMENT ON THE DEVICES AND SERVICES YOU**
270 **SHOWED THE PROSPECTIVE DONOR.**

271 #4 Emotion

272 **RELAY EMOTIONS YOU FEEL WHEN YOU SEE WHEN A PERSON USES A**
273 **DEVICES OR RECEIVES A SERVICE.**

274 #5 Why?

275 **WRITE A SENTENCE OR TWO ON THE BACKGROUND OF THE PITCH.**

276 #6 Deliver the Pitch

277 **WRITE A QUESTION AND ASK FOR SOMETHING CONCRETE AND SPECIFIC.**

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- 278 Pitch Example to the Communication Device Elevator Speech and Follow-up
- 279 #1 Pleasantries
- 280 Pat, thank you for seeing me again? How are things with you?
- 281 <<Wait for a response and do not interrupt.>>
- 282 #2 Transition
- 283 Listen, I appreciate you taking the time to learn about FAAST. I want to talk a little more
- 284 about our organization. As you may tell, I am very proud of it.
- 285 #3 Connection
- 286 Every time I visit the center, I see the magic of assistive technology and the lives in
- 287 impacts. Remember those communication devices.
- 288 #4 Emotion
- 289 I've seen mothers cry because they are hearing their son say "I love you" for the first
- 290 time. Just an incredible moment.
- 291 #5 Why?
- 292 Pat, right now we have a waiting list for communication devices. Our goal is when a
- 293 communication device is requested, we prepare it and send it out within 48 hours.
- 294 Some people have to wait for more than four weeks.
- 295 #6 Deliver the Pitch
- 296 We need to raise \$20,000 to purchase eight communication devices. These funds
- 297 would eliminate the waiting list and provide two extra devices, in case more requests
- 298 come in. We need your help. Would you be willing to contribute \$200 to FAAST?
- 299 FAAST needs more partners like you to help achieve our goal, and we'd greatly
- 300 appreciate your help.

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301 Rejection

302 While you may think that supporting FAAST is the most important thing in the world, you
303 must accept that not everyone will feel this way. You need to prepare yourself for
304 people to say no, maybe, or anything in between. Of course, this doesn't mean you
305 should immediately give up. Instead, take a step back and evaluate your process.
306 Adjust and tweak as you see fit and try again.

307 Having said that, don't annoy prospective donors until they're annoyed. If they seem
308 uninterested in giving money, offer other ways that they can provide to FAAST.

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309 Thank You, Thank You, Thank You

310 If you do receive a donation, make sure that you are following up with the donor and
311 thanking them. Do not think saying “Thanks!” after the pitch is done and hope that
312 covers it. You must show donors that you sincerely appreciate their interest in and
313 dedication to FAAST:

- 314 • Send a personal thank you letter after the donation.
- 315 • Stay in touch with the donor via email and social media.
- 316 • Inform the donor FAAST highlights all donors in our annual report.
- 317 • Continue making in-person contact when possible, and thank them for their
318 support.

319 By demonstrating your appreciation and highlighting their generosity, you are deepening
320 your relationship with them, which can lead to more donations down the line.