

Resource: Role-Plays (3)

1. **Dean Issues**
2. Details Guy
3. Quiet Responder

Dean Issues	
Donor Says	Development Officer Response
<p><i>“I am not comfortable supporting this project because I don’t believe the dean’s vision and my vision for the future of the school align.”</i></p> <p><i>“I am not comfortable supporting this project because I have a personal issue with the dean stemming from my time as a student or my son’s/daughter’s time as a student.”</i></p>	<ul style="list-style-type: none"> • Finesse donor back to caring about the institution • Share key points of interest donor has shared in past about passion/interest/mission that aligns with ask • Utilize other leadership, champions, volunteers, students and/or faculty in case • Circle back to overarching institutional support • Discuss legacy of project over individual in question • Never agree with donor about issues raised about a particular campus/organization leader, rather focus on other positives of project, etc.

Fundraising Essentials: Making the Ask
May 2, 2017

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Details Guy	
Donor Says	Development Officer Response
<p><i>“What kind of building materials will you be using for this project?”</i></p> <p><i>“Will it be a quality addition to the campus?”</i></p> <p><i>“How long will the building be on campus?”</i></p>	<ul style="list-style-type: none"> • Offer to connect with campus leader who has leadership/oversight/connection to details • Provide opportunities to hard hat tour/see details up close • Role model similar donor stories/projects as examples of campus stability/similar situations • Provide perpetuity language in draft agreement • Be honest about how connected (or not connected) they can be in key details

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Quiet Responder	
Donor Says	Development Officer Response
<p><i>Nothing</i></p> <p><i>"I will need time to think about this."</i></p>	<ul style="list-style-type: none"> • Nothing: Respect the silence and understand the donor is taking time to process. • Provide reflection statements to ensure you have heard their response. <p>Eventually: "Absolutely, I understand this is a big decision and that you need time to review the proposal. Can we set a time later this month or next month to reconnect and discuss your reactions more thoroughly?"</p>