



Team Up with Your Program Partners to Achieve Development Success

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Step 1: Learn about Them

**USE THE SAME TECHNIQUES
YOU USE TO LEARN ABOUT
A DONOR TO GAIN
APPRECIATION FOR YOUR
PROGRAM PARTNER –**

**SPEND MORE TIME
LISTENING THAN TALKING**

ASK leading questions

- ▶ How long have you worked here?
- ▶ What inspires you to come to work every day?
- ▶ How long have you wanted to do this kind of work?
- ▶ What has been your best day here?
- ▶ What is the most challenging part of your job?
- ▶ What could you do with one million dollars? How many people could you help?
- ▶ What makes our cause and organization worthy of support and donations?

DISCOVER the Program details

- ▶ What is the recognizable NEED the program is addressing?
- ▶ Who are the beneficiaries – direct and indirect?
- ▶ How is the program being executed? Is it clear, realistic, and easy to understand?
- ▶ Does it connect to the associations uniqueness?
- ▶ What is the annual budget?
- ▶ What staff and volunteer resources are allocated to the program?
- ▶ What was its biggest success and failure – and why?

STUDY the Measures: Output, Outcome & Impact

Outputs

- Activities of the program
- Easy to Count but may not lead to anything meaningful

Outcomes

- Observed effects of the outputs on the beneficiaries
- More difficult to measure and may not be a result of the program

Impacts

- Degree to which outcomes are attributable YOUR to activities
- Difficult to measure and requires analysis to filter out other influences

Step 2) Demystify Fundraising

**HELP YOUR PARTNER
DISCOVER THAT
FUNDRAISING ISN'T
BEGGING –**

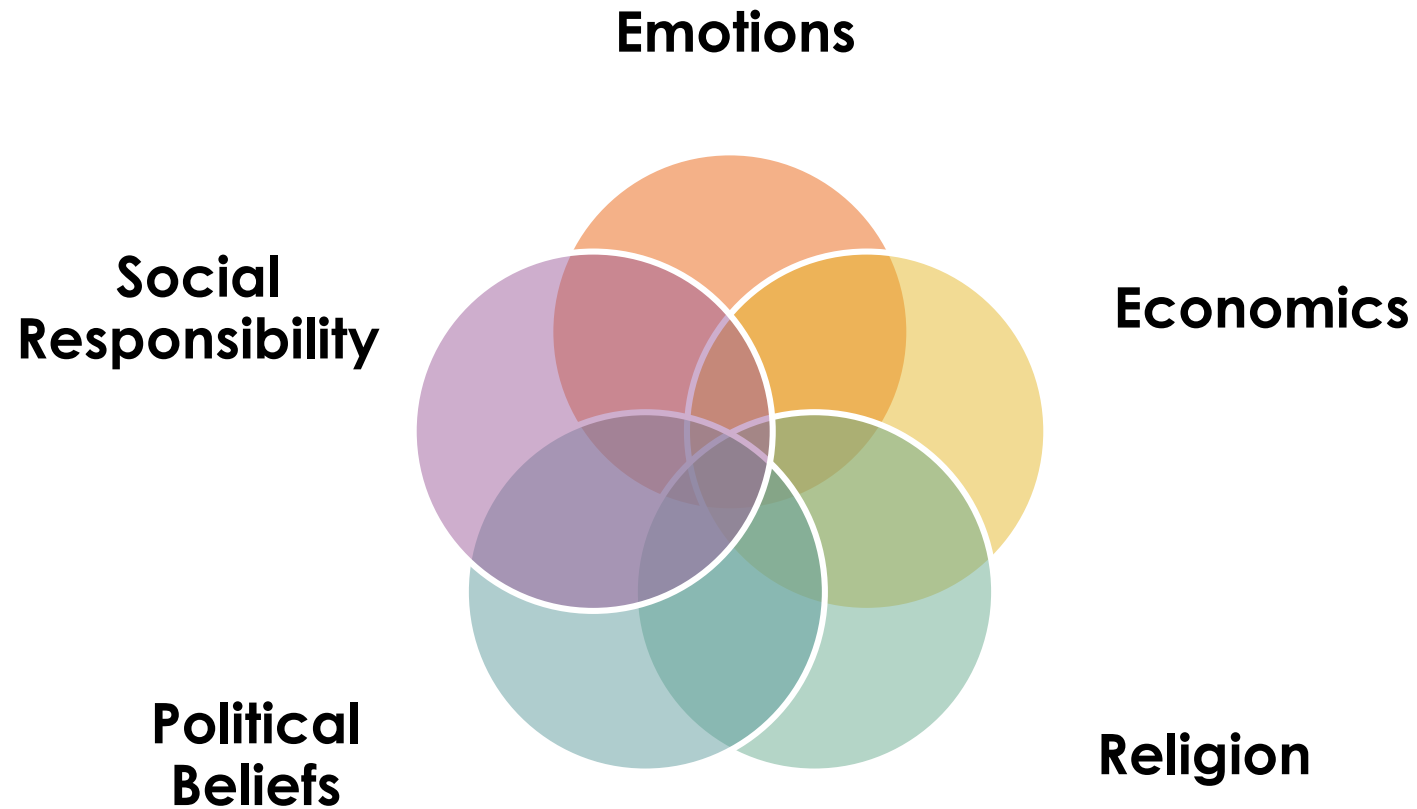
**IT IS MATCHMAKING
THAT ENABLES
DONORS TO INVEST IN
THEIR GOALS, VALUES
AND MOTIVATIONS**

ASK them why they make donations

Share the common answers to the question

- ▶ Someone I know asked me to donate
- ▶ It makes me feel good
- ▶ I felt emotionally moved by someone's story
- ▶ I want to make my community a better place
- ▶ I want to feel I'm changing someone's life
- ▶ I need a tax deduction
- ▶ I want to memorialize someone
- ▶ I was raised to donate to charity - it's tradition in my family

Connect the answers to the 5 Key Donor Motivations



**Step 3) Help
them tell their
story better**

***STORIES FUEL
EMOTION; EMOTION
FUELS GIVING –
WHO BETTER TO TELL
THE STORY THAN ITS
PROGRAM
MANAGER?***

ASK them to share their 3 to 5 top favorite program stories

“Stories are the basic building block for reach our goals.”

*Storytelling for Nonprofits,
Network for Good
<https://learn.networkforgood.com/storytelling-guide.html>*

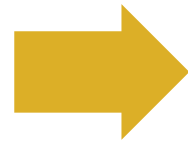
Did the stories:

- ▶ Have **structure** and identify the **protagonist**?
- ▶ Was it **authentic**?
- ▶ Influence how you **feel**?
- ▶ Include detailed **imagery**?
- ▶ Help you **remember** details and facts of the program?
- ▶ **Motivate** you to open your wallet?
- ▶ Have a clear **call to action**?

Story Structure

Set-Up

- **Beginning**
- *Gives Content*
- Paint a picture w/setting and character(s)



Contrast/Conflict

- **Middle**
- *Creates Drama*
- Before/After; Present/Future



Resolution + Key Takeaway

- **End**
- *Spurs Action*
- Make audience the hero

Six sentences that can help with Story Structure

- ▶ Once upon a time ... This starts the story off and introduces our protagonist.
- ▶ And every day ... This will set up how life was before the challenge.
- ▶ Until one day ... This begins the action of the story with the challenge and the goal.
- ▶ And because of this ... This introduces the barriers the protagonist faces.
- ▶ And because of this ... There could be several barriers that need introduction.
- ▶ Until finally... This ends the story with the resolution

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Step 5) Work together

***BECOME TRUE
PARTNERS –
SHARE THE RISKS AND
THE REWARDS***

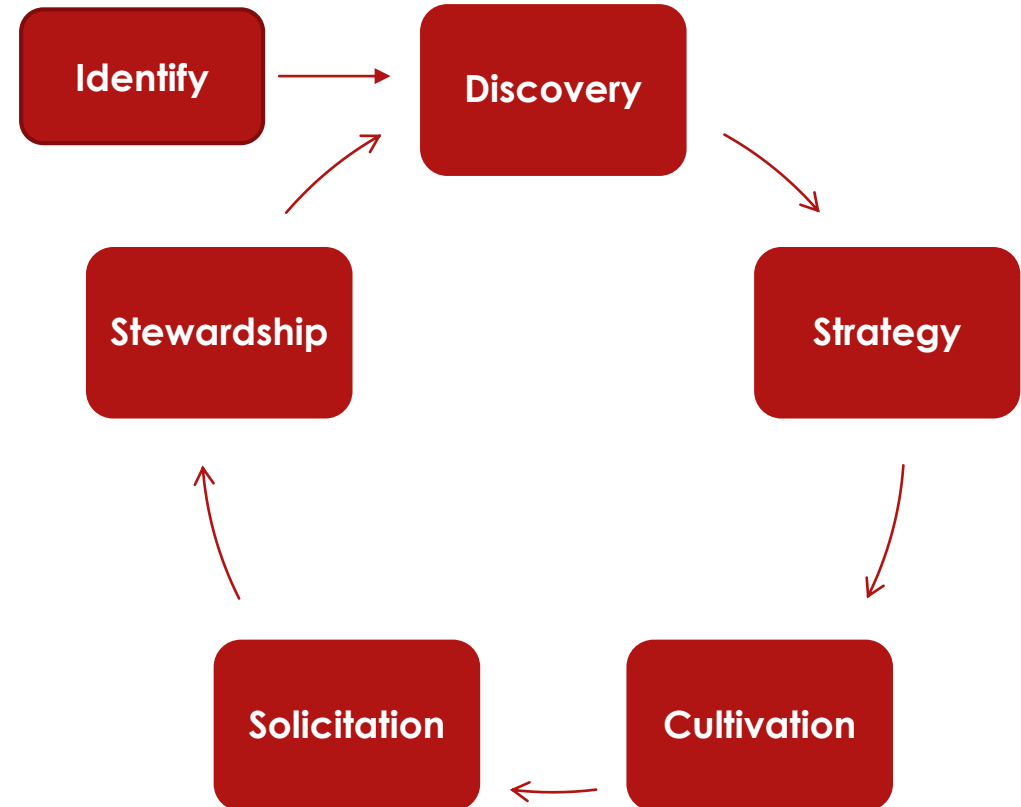
COLLABORATE to develop the Tool Kit

- ▶ Write/Update the **Case for Support**
- ▶ Outline an **inventory** of compelling program needs
- ▶ Identify creative **donor recognition** opportunities
- ▶ Characterize and track **measures**
- ▶ Create a lineup of emotive **stories** and **photos** that tell your story

ENGAGE program partner in fundraising cycle

Match strengths to opportunities:

- ▶ Review lists to uncover prospects
- ▶ Brainstorm approach
- ▶ Join on a visit
- ▶ Participate in crafting the ask
- ▶ Write thank you notes
- ▶ Write articles
- ▶ Organize beneficiary thank you drives



6) Celebrate success

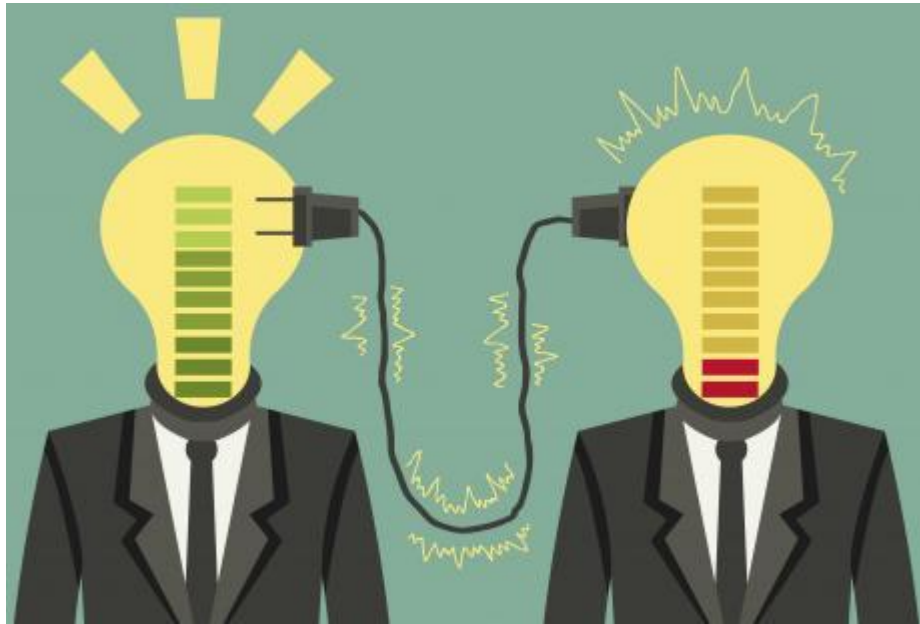
***NURTURE THE
RELATIONSHIP –***

***JUST LIKE YOU WOULD
A DONOR***

Give Credit where Credit is Due

- ▶ Include program partner in gift celebrations
- ▶ Highlight their role to your Board and staff leadership
- ▶ Send them a handwritten thank you
- ▶ Never take them for granted
- ▶ Continue building and refining your relationship

Knowledge Share – Examples of Success



IEEE Power & Energy Society
SCHOLARSHIP PLUS INITIATIVE
Preparing the Next Generation of Power & Energy Engineers

IEEE

Become a Power & Energy Engineer

IEEE PES SCHOLARS

Mary
Ohio State University

Francis
Iowa State University

Océane
Florida Atlantic University

A promotional graphic for the IEEE PES Scholarship Plus Initiative. It features a blue background with a wind turbine and a field of golden wheat. Three scholars are highlighted in individual frames: Mary from Ohio State University, Francis from Iowa State University, and Océane from Florida Atlantic University. The IEEE PES and IEEE logos are at the top, and the text 'Become a Power & Energy Engineer' is prominently displayed.

Closing Remarks

Relationships are built on Trust - Trust is Earned

- ▶ Prioritize regular **communication**
- ▶ Remain **open** to new and different ideas

