

# PhilanthropyMatters

We Share Your Passion!

November 2016

## Taking What Works and Making It Matter (TWWMM)

### Five Minutes of Your Time

I know you are probably swamped with typical end of year fundraising activities. For those of you on a calendar schedule, this time is probably most vexing — and for those on a fiscal calendar you may have a little more breathing room. Regardless, I thought I would share with you some EOY messaging suggestions that are both good stewardship steps and that may fit into your busy schedule.

#### SAMPLE

##### MESSAGE

Donors – Do not ask for a future gift but briefly share with them the impact of their gift, i.e, financial assistance, scholarships, learned to swim, etc...

Volunteers and Staff – Because of you: (1) We were able to present the greatest Gala ever; (2) We were able to serve more families than ever, etc...

##### TO YOUR DONORS

Who gave the largest gifts this year.  
Who are longtime supporters, in this case smaller may be better, more of a surprise.  
Who are your first-time donors.

##### TO YOUR VOLUNTEERS

Who are key members of your development committee.  
Who comprise your campaign committee.  
The general volunteer who is always ready to help you do whatever you need.

##### TO YOUR STAFF

Key colleagues in other departments who do a great job in fundraising.  
The colleagues you can always count on to give you a helping hand.  
Potential new staff who you anticipate working with in the coming year.

##### THE APPROACH

Phone Call – Most effective  
Hand written note – Effective (and for some, you may do both)  
Email Note – Still Effective (but not as strong as the first two)



Now that the dust has settled on an unprecedented presidential campaign, many nonprofits are anxious to discover what potential impact Donald Trump's election will have on their work and the sector as a whole. I thought you may like to review some predictions from leading sector publications.

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### **[Philanthropy in the Age of Trump: Six Predictions](#)**

David Callahan of Inside Philanthropy predicts that while government support for nonprofits may decline, the public's will increase (for both left and right-leaning organizations).

### **[Trump Win Might Push More Onto State NPOs](#)**

Several interviews by Mark Hrywna, writing for The NonProfit Times, Mark Hrywna outlines how the House of Representatives and the Senate will shape nonprofit and foundation work over the next few years.

### **[4 Things Nonprofits Must Do the Day after a Trump Victory](#)**

The Editors of Nonprofit Quarterly have four general thoughts about what nonprofits should do sooner rather than later.

### **[Trump's White House Victory Could Spell Money Woes for Charities](#)**

Trump's tax policy is the central focus of this article from The Chronicle of Philanthropy's Megan O'Neil and Timothy Sandoval.



## **Listening: The Most Important Skill In a Fundraiser's Tool Box**

An interesting message from Jerold Panas as it relates to developing one of our most important communication and fundraising skills.

1. It often shows a perfect command of the language to say nothing.
2. A question not asked is a door not opened.
3. It is the ultimate mark of respect you can pay a person.
4. We are each blessed with two ears and one mouth- a reminder we should listen twice as much as we talk.
5. Do not ask questions for the sake of responding and having something to say. You listen for the desire to gain information and better understanding.
6. Keeping quiet and listening are important ingredients for an open communication.
7. It is the heart and soul of engaging a person.
8. You will be considered an outstanding conversationalist if you probe, ask questions, and listen. There is no greater compliment than listening.
9. Listening puts the other person in the spotlight.
10. It provides giving clues.
11. It is the springboard to securing the gift.
12. It helps you learn something new.
13. What should you listen for? The little things. Everything.
14. Unless you know what you're listening for it may be difficult to know it when you hear it.
15. Listen to context, as well as content.
16. The better you listen, the more you realize how little you know.
17. What you don't know might hurt you. What you do know will only help.
18. Most of us know how to keep silent. But few know when.



19. When you talk too much, it is hard to remember all you said and remember what they said.
20. If you don't ask the right question, you'll never get the right answer.
21. It is the most important element in being empathetic.
22. Open questions allow the respondent an opportunity to "tell it like it is."
23. Listen with your eyes. Listen with your body. Listen as if you're hard of hearing.
24. If you find yourself talking more than twenty-five percent of the time, there's a good chance you will never hear the necessary information.
25. It is a skill that can be learned.



*Thank you*

*Bloomerang Blog ~ Institute for Charitable Giving*



**PRESS RELEASE: The JCC of Greater Washington Receives \$6.25 Million Naming Gift from the Sondra & Howard Bender Family (In case you missed it)**

Rockville, MD –The Jewish Community Center of Greater Washington has a new name! It's official. What began as the Jewish Community Center of the District of Columbia and was renamed the Jewish Community Center of Greater Washington over 50 years ago will now be named the Bender JCC of Greater Washington (Bender JCC), as the result of a \$6.25 million gift from the Sondra and Howard Bender family to name the JCC and its early childhood center.

The name change comes as a part of the Center's Centennial Capital Campaign which was launched at its 100th anniversary celebration in 2013 and became public in the spring of 2015. When the campaign's initial planning goal of \$10 million was reached, the goal was increased to \$12 million. With this gift from the Bender Foundation, the campaign has reached \$15.7 million.

NOTE: Congratulations! The campaign has now surpassed \$16.3 million. For more information visit: <http://www.benderjccgw.org/centennial-capital-campaign/>



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