

## DAY 4 – Send your message into the world - Transcript

Hi, welcome back to the Focus Action Week Building better relations with your donors. Today is day 4. And today's the day that you're going to be sending your message, that you drafted yesterday, out into the world. So that's going to be quite exciting, I think.

First of all, Hi, I hope that we have met in the Facebook group, so I'm not going to introduce myself further now, but what I do want to do is to refresh our minds about why we're here in order to make sure that we have the right focus, that we have the right context in mind when we're going to do the assignment of today.

So we are here because you have a dream. You have a nonprofit organization, maybe, you are the one who created it, or maybe you joined it later. That doesn't really matter. You're working there for a reason because you have a dream and your organization has a mission that it wants to achieve, to make something better in this world, or to preserve something that is quite good and requires protection for example, or upholding, or maybe you want to just make sure people are more aware of something. So you have a dream and you want to work to achieve that. And in order to be able to do that work, you need resources. And donors are the ones who can provide you with those resources, either through a grant or a sponsorship or a private donation. And they will be happy to do that, of course, if their dreams are aligned with yours and if they Know, Like, and Trust you. So that they know that your dreams are aligned, if they like how you are working towards achieving the dream. And if they trust that you are doing this in the best possible way, with integrity, accountability, transparency, and care and so on and so forth.

And this is important to understand that here, it doesn't really matter whether you're dealing with a private individual, a private foundation, a government organization or a company, because in each of those cases, you are still dealing with individuals. Also, when you're looking at organizations or companies, then you are still dealing with a contact person or maybe more than one contact person. And all those people need to start to know you, to like you and to trust you in what you do and how you do it and how you are accountable for that. And to build that kind of know, like, and trust with people and through them, with their organizations, that takes time to build and to maintain as well. Keep in mind, that in order for your organization to be stable and flexible you need to work with many different types of donors and with many different people therefor. And by many, I don't mean like hundreds of donors at the same time necessarily, but I do mean that you need a variety of types of donors. So you need a mix of grantmakers, sponsorships and private individuals donating. And you need, of course, especially if you're working with private individuals, then you need also a great, a bigger number of persons to donate to you. So this involves building Know, Like, and Trust with quite a few people. And that will of course grow as your organization grows. That is the background why we are here. And basically why we are here is because all these things are important, but in the daily life of a nonprofit, it isn't always easy, or I would say it's super difficult, to find the time to focus on this, especially because building relations is something that doesn't lead to an immediate reward. So you don't have an immediate result out of building relations or out of taking a step building relations. And therefore it's very difficult to give it a priority and the urgency that it really needs.

So that is why I decided to host this week so that we can build a routine together by working or at least paying attention to this issue for seven days in a row together, consistently and systematically. And by in this week asking you to repeat certain things, you will see that from tomorrow, and also in the last day of this week, you will make a planning to build your routine after this week. So together we're going to get started with a routine and you will plan for keeping that up after this week. So that you will hopefully find time in the future to dedicate to this important work in order to keep your nonprofit stable and flexible at the same time. So what are we going to do? Well, I think by now, you know, that we have been looking at donor mapping and we have been auditing your communication platforms as the basis for everything that comes

after that, right? So we need to know who are your donors? What are their characteristics? And we need to know that if we are going to reach out to donors, what we're going to be doing today, and if they are then going to try and look us up online, via our website, or a Facebook page or something like that, then we must be sure that what they will see there will be clear to them and will be attractive to them. So that's why we worked on that basis first. Yesterday, you have been crafting a message and hopefully you have been giving feedback to others and getting feedback from others in the Facebook group.

So today we're going to actually send out this message and we're going to be tracking responses. Hopefully today, maybe later this week. Then tomorrow, we're going to be looking at how to find new donors, where to look and how to do that. After that, we're going to look at how to engage with donors. And then on the last day, we're going to be planning a routine for after this week. How we're doing that, I'm going to skip that because you know, by now how we work. I just want to give you a brief reminder about Sunday, 4th of July being the final day, when you will receive the final message and assignment from me. I will still be in the Facebook group until Wednesday, 7th of July. But after that, I will archive the Facebook group. So you can still go into it and search there, but you cannot post there anymore. And after 7th of July, I will also take all the materials offline. So everything that you want to keep from this Focus Action Week, all the materials that you have had access to and will have access to, please download whatever you want to keep.

Because after the 7th of July, those pages will be gone and you can no longer access it. So that's just a reminder and a warning, not to have a nasty surprise on the 8th of July. Okay. Now let's start with sending the message, finally. As you see, I've made green what we've already done and yellow, what we're going to be doing today.

And that is, as I said, in the beginning, we're going to send your message into the world. A message of a hopefully positive love to your donor in one way or another. So let's take one step back before we actually go and, and push a send button on something. I just want you to take a step back because for some of us, and I think for all of us, at some point, it can be quite scary to send something out into the world, whether that's a Facebook post or an email to a donor or a WhatsApp message to a donor it can be quite scary. And I know from some people that sometimes they feel that they are begging and it doesn't feel good. You don't feel your dignity when you feel that you're begging somebody to give you money. So that's not a nice feeling. That's not a nice state of mind to be in when you're going to be sending a message. So here is some things that I want you to keep in mind before you do any outreach to your donor. And maybe it's also good to keep this in mind before you start crafting a message.

But here are the things that I want you to remember. So first of all, think about the impact that you and your team and your organization are generating. Think about the things that you are transforming, the lives that you are making better, the lives that you're protecting, the quality that you're adding to people's lives, the people that you're targeting with your work, think about that. Keep that in mind. You are doing something good. You're trying to do something good. And you're trying to do that to the best of your ability with all your integrity, right? That's the one side of things, but then also think about the donor. So why is that person, your donor, or maybe is that person going to be your donor? Because they also have a dream, right? So you're looking for a person or an organization who shares the same dream as you do. Who also thinks that the thing that you're working for, the impact that you are generating, that this is something important and valuable. And that's something that they would like to see happening in this world. They have a dream, but for some reason, they have another job, they don't have the job that you have, and they're not able to achieve that dream really in this world without you. So you are an instrument for them to achieve their

dream in this world, because if they support you with money or in kind donations, or maybe by being your volunteer, then they can help you achieve your dreams and also their dreams.

So keep in mind that actually, if you have the right donor that you're targeting, the person or organization who shares your dreams and priorities, then you are really not begging at all, but you are helping them. You are providing them a possibility to achieve something that they think is important and valuable. But for some reason, they cannot directly be engaged in that.

So they are doing that through you and you are giving them that possibility. So that is really important to keep in mind. You have your dream. You're generating impact and somebody else, your donor or your future donor, has a same dream and you are helping them make that come true. That that's super important to keep in mind and to feel that you're not begging, but you're actually giving them an opportunity. That's important to feel it in your bone. And also keep in mind that the message that you're going to be sending today and all the messages that you will send out this week are not messages asking for any support yet. This is not what we're doing in this week. In this week, we are building relations.

So your message isn't even asking anything. Your message is also giving something, giving personal attention, giving a story, giving an update, giving a tip, giving some information, whatever it is. And we spoke about the different types of messages yesterday. I don't know which ones you chose. So that will be at this point for me a surprise. Well, I will have seen it yesterday in Facebook group, but when I am recording this, I don't know that. So you've picked two types of messages and remember those messages are also about giving something. Adding value by information and attention to the life of the donor or the live of the contact person at the grantmaking donor.

So that's also good to keep in mind. You are not at this point asking for anything, you're giving something that will make more clear to them that you are actually working on the actualization of their dream. And then the last thing I want you to keep in mind is that it's quite possible that your donor or the person that you are writing to is at the moment not interested to do anything with your message. Maybe they are not going to respond. Or maybe they are responding, but maybe they are not ready to donate in the near future. That might be because it's not the right time for them. And it might take more time. And it might also mean that that they're not the right match.

That's very possible because it takes time to identify who is the right match for you. And then once you have the right match, still you need to identify what is the right moment for them to contribute to your organization with in kind donations, volunteering, or money donations or grants. So if the donor is at the moment not interested or able or willing to support you, that does not mean that your work is worthless, right? It doesn't speak to anything about your work, because you have thought about the impact that you are generating. And that is valuable. So if one person in this moment is not interested or not able to support you, it doesn't say anything about your work.

And also, it doesn't mean that there isn't anybody else out there who can be interested and who can be in a position to be able to donate. Maybe not now, maybe later. So keep in mind, this process of building relations takes time, but also it takes time to figure out who is the right match, who is the right person to build relations with.

And it can be that have invested a lot in a certain contact. And at some point you find out that this is not the right person, that there isn't a match. That's okay. That person might be more suited to another organization, or maybe they're in a stage of their life where this doesn't fit into their lives. That's possible.

And that's okay. Yeah. That's okay. I'm not saying that it's nice. I mean, it can be disappointing and you can feel rejected, but please keep in mind that it doesn't say anything about your work. It doesn't say anything about you. And also, it doesn't say anything about that person. It just says that the match isn't right in this moment. Keep that in mind.

That's all it is really. So let's go back now to the practicalities. Yesterday, you picked a donor and you wrote a message. Actually, you wrote two messages, you wrote a business message and a personal message. And hopefully you posted that in the Facebook group. And hopefully there you found some other messages, draft messages, that people have posted there.

And I hope that you have looked at that and that you have given feedback to at least one of your colleagues in the group. Because that's something that you can learn a lot from, as I said yesterday, as well. If you're looking at somebody else's message, it becomes very clear whether the tone of voice is right, whether the information is clear or not.

And sometimes that is much harder to understand when we're looking at our own messages, because we know what we want to say. And we have all the background information about our own message. So it might sometimes be difficult for us to see what is missing there. So it might be that we think it is very clear, but that it isn't really as clear as we think it is.

And sometimes looking at somebody else's message can help us understand the strong points and the weaker points of our own work as well. So I do hope that you have looked at somebody else's message and commented on that. And I hope that you have collected some feedback from others on your messages as well. So please have a look at that and also see how you can then adjust your message based on what you have learned from looking at somebody else's draft messages and based on what you have learned from the feedback that you got. Also think about the right channel for sending this message.

So is WhatsApp a good channel for communication between you and your donor? Is a Facebook Messenger a good channel? Is email a good channel? Is there another kind of, maybe a LinkedIn direct message, or something, or are you going to meet that person in person? Think about what is the right channel for sending that message or sharing that message with the person, finalize the message and then send it out using that channel that you chose. And also keep in mind before I close this slide, that picking the right channel means that you're picking the right channel for your donor. Maybe for you it's very easy to send a WhatsApp message, but maybe for your donor, that feels a little bit private.

And maybe if you're sending this outside working hours, it can be that your donor doesn't appreciate that. So in that case, it might be more convenient for your donor to receive your message in email, because then they can choose when they will open that up. And they might have their policy not to read their email outside of working hours.

So if you send something outside working hours you're not bothering them as directly as you could be, if you are sending a WhatsApp message that ends up in somebody's phone, that's maybe in their pocket and that is drawing their attention with a notification. So keep that in mind, the right channel is the right channel that is the right channel for your donor.

Okay. So what do I want you to do? Well, basically, it's very simple. Finalize your messages based on the feedback you got and lessons learned that you got from providing feedback to others. Send the one that you like best. The one that feels best to you now, grab donor data sheet that you made on day one, add maybe if needed columns, so that you can note the date of sending this message to this donor, and also note the topic and any specifics that you want to keep track of. And then of course, make sure that you have a space to note any response that they send you, including when they're responding and what the content of their response is. If you are working in a Google drive, for example, what you can do is make a Google doc with the texts that you're sending.

And then if you bookmark the header, you can also make a link in your table to that header so that you have a direct link in your table to the text that you sent out and maybe the texts that you're receiving. So you can keep track of all that in your archive and maybe reuse as possible, necessary and applicable. Okay.

What else to do? Well, you have sent now one message. So you have one message left. If that is suitable, you can post the other message on one of your social media profiles. So if you have now sent out a personal message and you have your business message still there, maybe that's a message that you can also post on Facebook.

Of course not with the personal start, but maybe it might be a story that you can also post on your Facebook page, for example. If it's not possible, if it doesn't suit social media, because maybe it's the personal message that you didn't send out yet, then plan time in your calendar to send this message to that donor, maybe 10 or 14 days from today.

So you can post it on social media, if that is a suitable, applicable, or you can plan time in your calendar to send that message to the donor for whom you wrote it 10 or 14 days from today. If you post it on social media, then of course, before you close for the day check, if anybody commented.

And if somebody commented on the post, like their comment and respond to them. Thank them, add something, try to draw their attention to something else, whatever it is. And if possible, you can also see if you can share the post on your personal profile as well, to get even more eyes on that message and maybe more attention to it.

So if you don't have a donor yet, that's a question that I've been getting a lot before this Focus Action Week started. So here we are, if you don't have a donor yet, then you have been writing two posts yesterday. And of course you have hopefully also posted them in the group and you have received feedback. And you have hopefully learned from providing feedback to other people's messages or posts.

So you can now do the same. You can finalize your posts that you wrote yesterday based on lessons learned. And you can post one of them. And you can also share the post on your personal profile too. And the same

as for the other people: before you go home today, make sure to check if anybody commented, make sure to like their comment and to respond to them.

So don't only like it, but also make a comment, thanking them or giving them some more information, giving them maybe an answer, whatever is applicable. Okay. Then of course, what I want you to do also is to look at your calendar and see if you can reserve time in your calendar to send pre-written messages to your donors daily, or at least twice per week. And try to find a good moment in your day for this and try to stick to this, to make it a routine. So it's difficult to build a routine if today you're doing something at 10 o'clock and then tomorrow at five o'clock. And then the day after that at 11 o'clock. If the times are changing, then it's difficult to build a routine unless you say well, every day after I have done this, then I will send out messages. But try to find a moment that's easy to stick to, and then make sure that you stick to it. And therefore it's good to reserve time, to block it in your calendar, so that people can also see that they can't disturb you because you are engaged in that period. For example, for me in the period before COVID, when I was still commuting to an office regularly, for me, it was a perfect time on my way to the office or on my way back home, on the public transport, in the train, to send out messages that were pre-written. So that was for me a good moment to send out messages to donors and to important contacts during those for me, quiet moments in the day when I was sitting on a train to the office or on the train back home. For me, that worked pretty well. And after that stopped, I had to find a new routine in my day for having a good moment to send out these messages. So try to find a moment that works for you and that you can keep up for at least the coming weeks.

And then, I would say, please come also to the Facebook group again today and share with us what you have done and also share if you have received any responses, either directly from the donor or maybe directly to your social media posts and please share any questions or any cool insights that you might have around that. And I'm really looking forward to seeing you there.

And I wish you good luck with taking a step back and remembering your impact, the fact that you are contributing to somebody else's dream that is aligned with your dream. And also keep in mind that if they are not ready yet, that that is okay. It doesn't say anything bad about you. It doesn't say anything bad about your work. And it doesn't say anything bad about them.

It's just maybe not the right time. But it is the right time to jump into the Facebook group and to share any questions and tips and insights that you might have. And especially to share any successes that you might have had, any nice responses and any nice reactions that you've got. Okay. See you there. Bye.