

ENABLING PEOPLE TO EXPERIENCE THE JOY
OF PLAYING A VITAL ROLE IN SOMETHING
GREATER THAN THEMSELVES

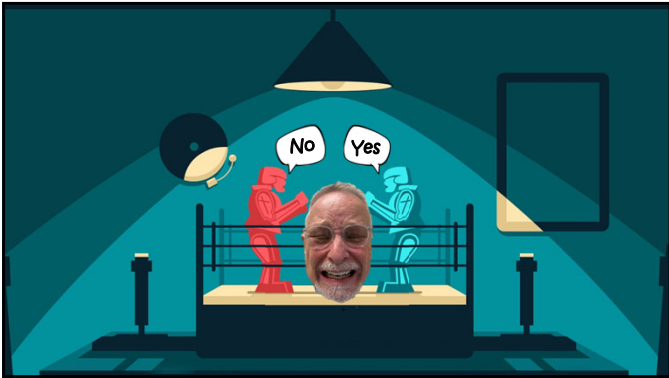
Tom Martin

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HOW TO FLY WITH A BLACK SWAN
Successfully Navigating an Unexpected Crisis

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The term **Black Swan** originates from the ancient belief that all swans were white.

These were the only swans ever documented.

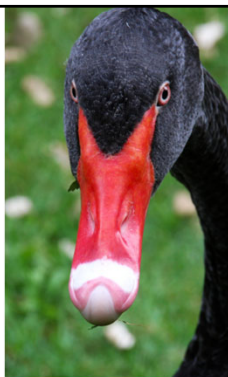
But, in 1697 the Dutch explorer Willem de Vlamingh discovered black swans in Australia.

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What Is Black Swan Theory?

Black Swan Theory is a metaphor that describes an event that comes as a surprise, has a major effect, and is often inappropriately rationalized after the fact with the benefit of hindsight.

See [The Black Swan](#) by Nassim Nicholas Taleb



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You and I Have Experienced Three Major Black Swan Events

- COVID-19 and Her Children
- Crazy Political Climate
- Continuing Economic Instability

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Black Swan Talk

"You can't raise funds because of the whateveritis that's going on right now!"



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Can We/Should We Raise Funds During a Black Swan Event?

Consultants (and CEOs) say, *"Yes you can!"*

Constituents say, *"Ain't no way!"*

What do YOU say?

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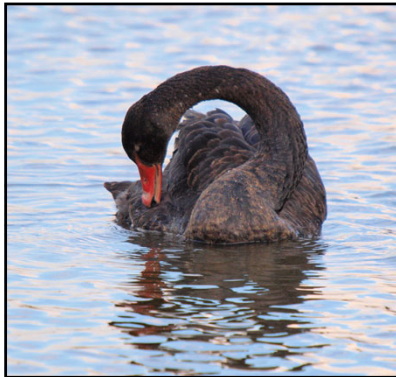
“What do you think? Can we do it?”

Here’s what I told my CEO when he asked me those two questions:

“I don’t know.”

That’s when we began to talk about a Capital Campaign

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Capital Campaign Described

Simply put, a Capital Campaign is an extended attempt to raise a substantial amount of money to finance a specific need.

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Most often, Capital Campaigns are used to raise funds for a new building. But they are also used for remodeling an existing building, acquiring land, and purchasing expensive equipment or even supplies.



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Lesson #1

A fool in the right place at the right time
can look like a genius.

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Lesson #2

Things are not the same as they used to be
and probably never will be again.

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Lesson #3

Fundraising should be *“Relational”* and
not *“Transactional.”*

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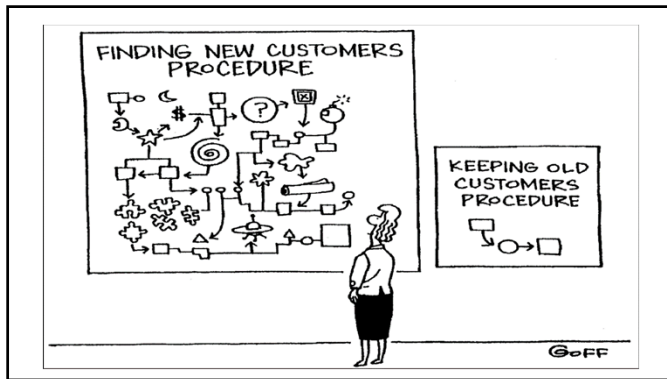


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Lesson #4

The best place to look for donors is in
your donor database.

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Lesson #5

Know your donors.

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Lesson #6

Always make the donor the hero.

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Lesson #7

Sooner or later you just have to ask for
the gift.

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When you ask someone to make a gift to
your organization or cause, you are doing
much more than asking them to help your
organization or the people it serves.

You are also inviting the prospective donor
to become a vital part in something much
greater than themselves.

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Lesson #8

The magic word in a gift solicitation is the
word "*consider.*"

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Lesson #9

Chances are, you will make more solicitations during the Capital Campaign than anyone else.

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Lesson #10

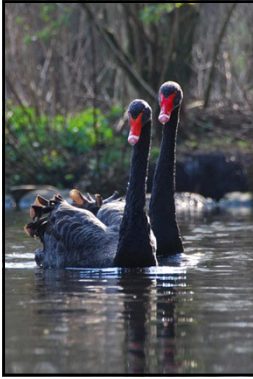
Face-to-face solicitations may be Old School, but they still work best.

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Lesson #11

Avoid the gimmicks and the schemes.

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"As a smart fundraiser, you'll want to steer clear of bright and shiny new objects. Instead, aim to perfect the proven methods that are working here and now. In other words, get your ducks in a row before you dip your toe into TikTok."

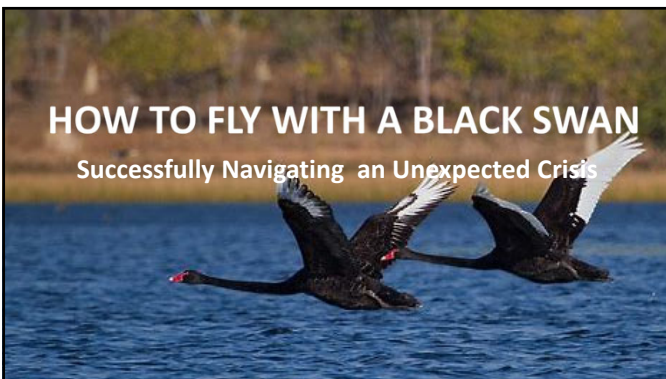
- Pamela Grow, *The Grow Report*

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Lesson #12

You can't say "*Thank You*" enough.

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PRACTICAL PLANNED GIVING CONFERENCE SPEAKER EVALUATION

Date: _____

Speaker: _____

Name (optional): _____

Please rate the following:

	Excellent	Good	Neutral	Fair	Poor
I. OVERALL	5	4	3	2	1
Were your major objectives for this session met? Was the content of the session vital, timely, substantive?					
Comments: _____					

II. RELEVANCE	5	4	3	2	1
Was the subject matter directly related to the requirements of your job?					
Comments: _____					

III. VALUE	5	4	3	2	1
Do you believe the benefits of this session were worth the time, effort and cost?					
Comments: _____					

IV. SPEAKER	5	4	3	2	1
How was their presentation style? Did the session move along at the right pace? Did they have appropriate knowledge on the topic?					
Comments: _____					

V. MATERIALS	5	4	3	2	1
Were the materials clear and organized and appropriately helpful for the session?					
Comments: _____					

Vi. What did you like the most about the session?

VI. Any suggestions to improve future sessions?

XII. How many years of gift planning experience do you have? _____