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

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
You and I Have Experienced Three Major Black Swan Events

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

Black Swan Talk

“You can’t raise funds because of the whateveritis that’s going on right now!”

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?
“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.

Capital Campaign Described

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

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.
Lesson #1

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

Lesson #2

Things are not the same as they used to be and probably never will be again.
Lesson #3

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

Lesson #4

The best place to look for donors is in your donor database.
Lesson #5

Know your donors.

Lesson #6

Always make the donor the hero.
Lesson #7

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

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.

Lesson #8

The magic word in a gift solicitation is the word “consider.”
Lesson #9

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

Lesson #10

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

Lesson #11

Avoid the gimmicks and the schemes.
“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

Lesson #12

You can’t say “Thank You” enough.

HOW TO FLY WITH A BLACK SWAN
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PRACTICAL PLANNED GIVING CONFERENCE
SPEAKER EVALUATION

Date: __________________ Speaker: ______________________________________

Name (optional): __________________________________________________

Please rate the following:

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| 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?
________________________________________________________________________
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VI. Any suggestions to improve future sessions?
________________________________________________________________________
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XII. How many years of gift planning experience do you have? ______