

Big Gifts

-

Small Shops

Gros dons

-

Petites  
organisations

# Intro & Territorial Acknowledgment

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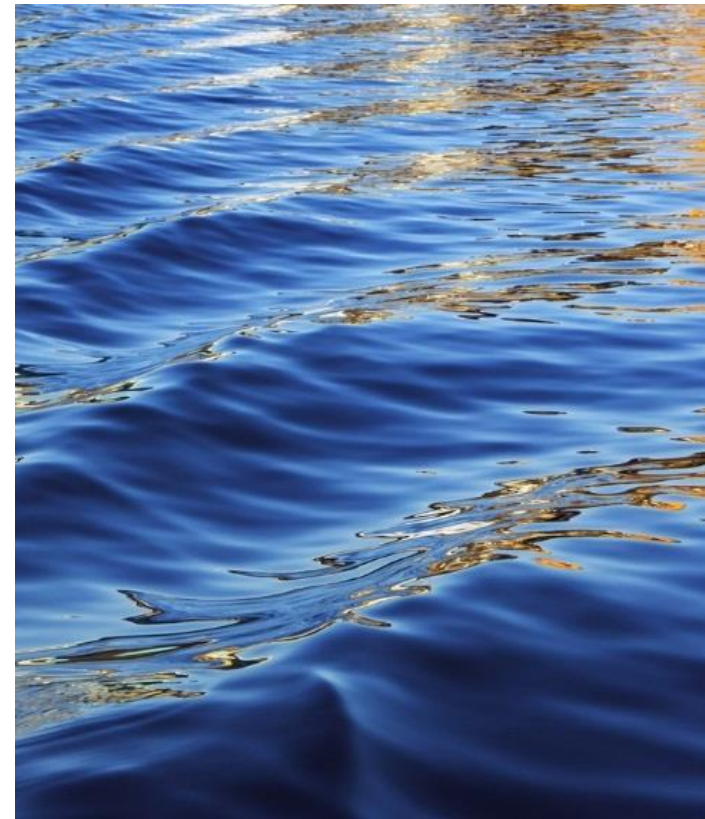
I gratefully acknowledge being guests here on Mi'kma'ki, the territory of the Mi'kmaw people who have stewarded the land and water here since time immemorial. I would also like to acknowledge the Peace and Friendship Treaties signed here and that we are all Treaty people.



# The F Word - le mot F

(Fundraising)

(collecte de Fonds)



Who loves  
receiving money  
for their mission?

Qui aime recevoir  
de l'argent pour  
sa mission ?



Who loves actually making the ask?

Qui aime faire la demande ?




Have you ever stopped to think...

*What is money and  
why are we so  
hung up about it?*

*Qu'est-ce que l'argent  
et pourquoi cette question nous  
intéresse-t-elle tant ?*





A person is seen from behind, standing in a narrow, dimly lit cave. The walls of the cave are illuminated with a warm, orange-red glow, creating a dramatic and atmospheric scene. The person is wearing a dark jacket and is looking towards a bright opening at the end of the cave.

Money is life energy that we  
exchange and use as a result of the  
service we provide to the universe.

Deepak Chopra

L'argent est de l'énergie vitale que nous  
échangeons et utilisons en tant que résultat  
du service que nous fournissons à l'univers.

# What is the oldest form of money?

## Quelle est la plus ancienne forme d'argent ?



Livestock, shells, beads, and other objects were used throughout the world.

Le bétail, les coquillages, les perles et d'autres objets étaient utilisés dans le monde entier.

**World's Oldest Existing Coin:**  
Year Created: c.610 – 600 BCE

**Country of Origin:** The Kingdom of Lydia (modern-day western Turkey)

**La plus ancienne pièce existante au monde:** vers 610 - 600 avant notre ère Du royaume de Lydie (Turquie)





Where was the first paper money invented?

Où a été inventé le premier papier-monnaie ?



**New France in 1685.**  
**Nouvelle-France à 1685.**





Money represents MORE than just the physical value of the object.  
L'argent représente PLUS que la simple valeur physique de l'objet.



Money is...

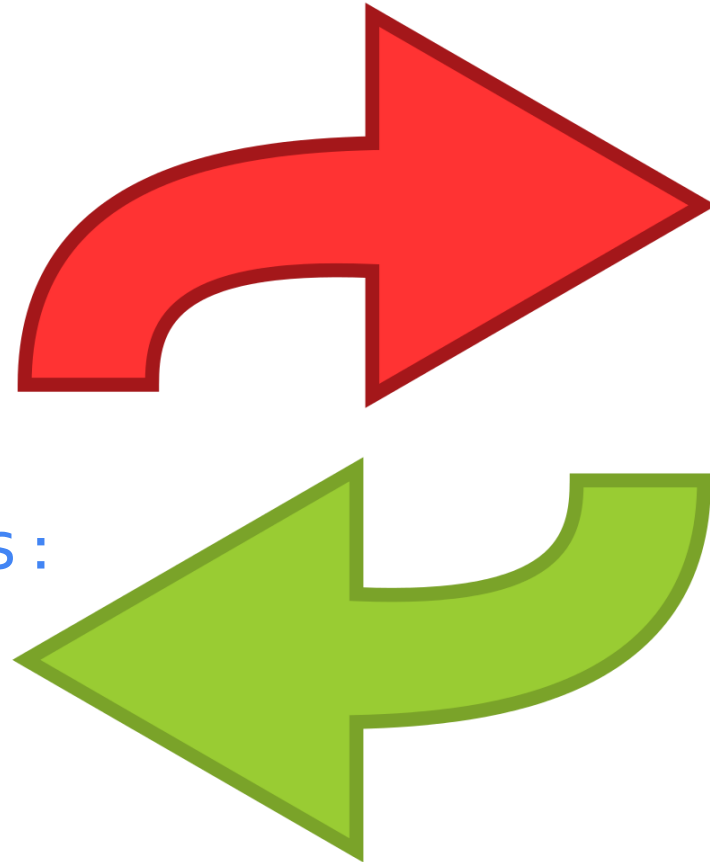
simply a convenient way to transfer energy among humans:

it is a means of exchange.

L'argent est...

un moyen pratique de transférer  
de l'énergie entre les êtres humains :

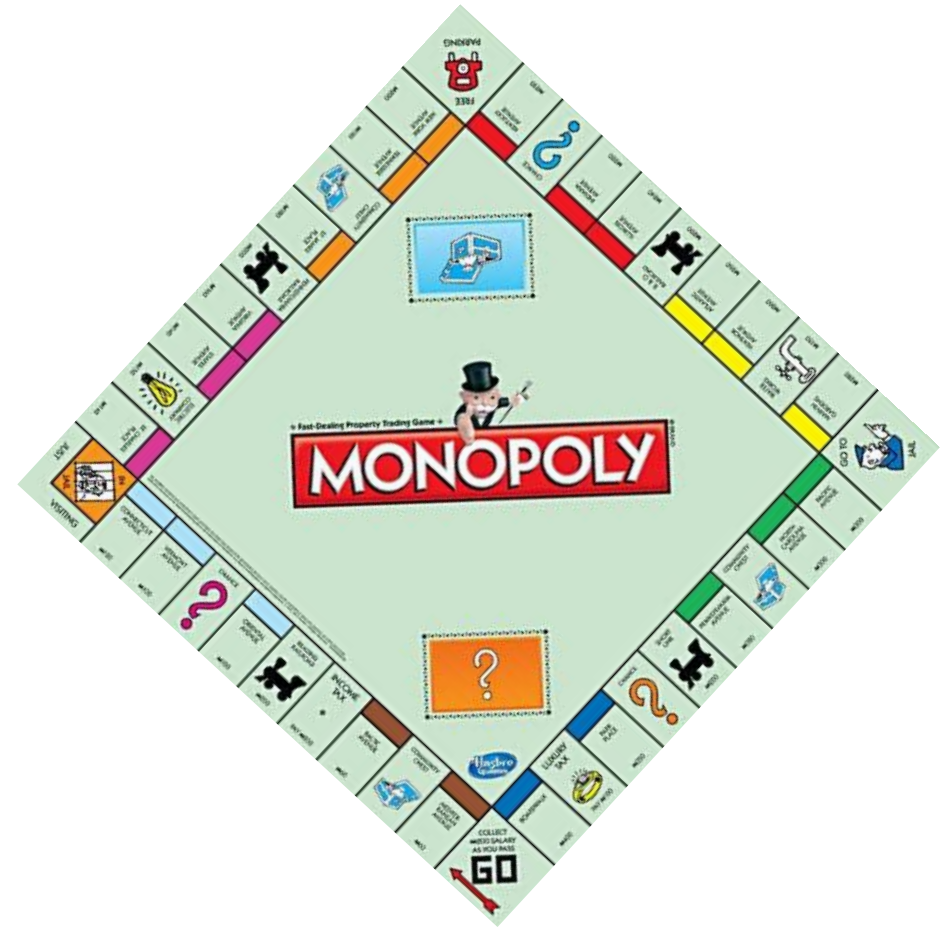
c'est un moyen d'échange.



# Money Trivia

**Parker Brothers has printed more money for Monopoly games than the Federal Reserve has issued in real money in the United States.**

**Only 8-10% of the world's currency is actual physical money.**





# The Value of Money



is only created when it is exchanged  
so its energy can flow.

## Taming Money

## Apprivoiser l'argent

Asking about or talking about money is one of society's last taboos, and this has been a tactic of oppression.

Poser des questions sur l'argent ou en parler est l'un des derniers tabous de la société, et cela a été une tactique d'oppression.



It's just a tool for  
transferring energy.

Ce n'est qu'un outil pour  
transfert d'énergie.

## Fund - **RAISING**

You are literally **RAISING** human energy to a higher purpose.

Vous élevez littéralement l'énergie humaine vers un but plus élevé.



Unraveling the myth of scarcity:  
Démêler le mythe de la pénurie :







# ***Breaking News***





**The myth of scarcity:  
One pie.**

**Le mythe de la pénurie:  
Une tarte.**







Money is a  
**RENEWABLE**  
Resource.

L'argent est une  
ressource  
**RENOUVELABLE.**





**The World of Abundance: Limitless pies**

**Le monde de l'abondance : Des tartes sans limites**



Gratitude is the attitude that brings abundance

**HÍSWKE!**

**Grazie!**

**Thank you!**

**Miigwech!**

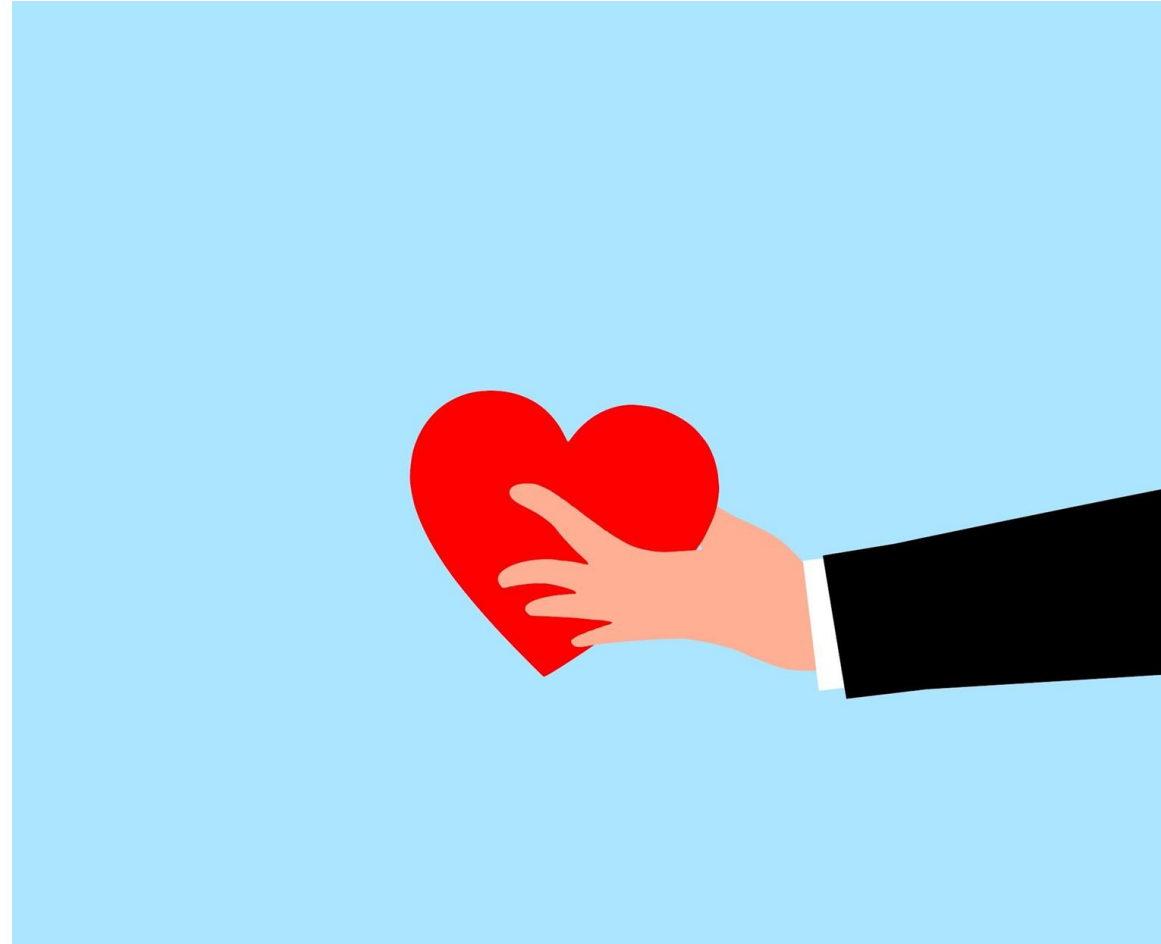
**wela'lin!**

**Gracias!  
Merci!**

**Gila'kasla!  
Klecko!**

**Klecko**

Giving FEELS good - Donner fait du bien



Giving is a two-way transaction.

Le don est une transaction à double sens.





# The Land of Non-Profit Sustainability...

## Le pays de la durabilité des organisations charitables...



...does not exist...

...n'existe pas...

We must always be intentionally advancing the cycle of abundance.



Nous devons toujours faire progresser le cycle de l'abondance.

# Fundraising is about Relationships

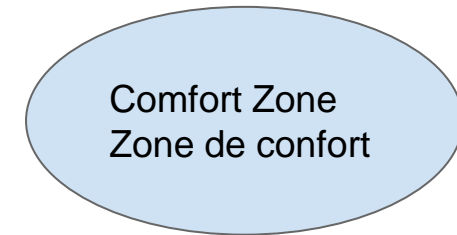
## La collecte de fonds est une question de relations



People give to other people, not to organizations.

Les gens donnent à d'autres personnes, pas à des organisations.

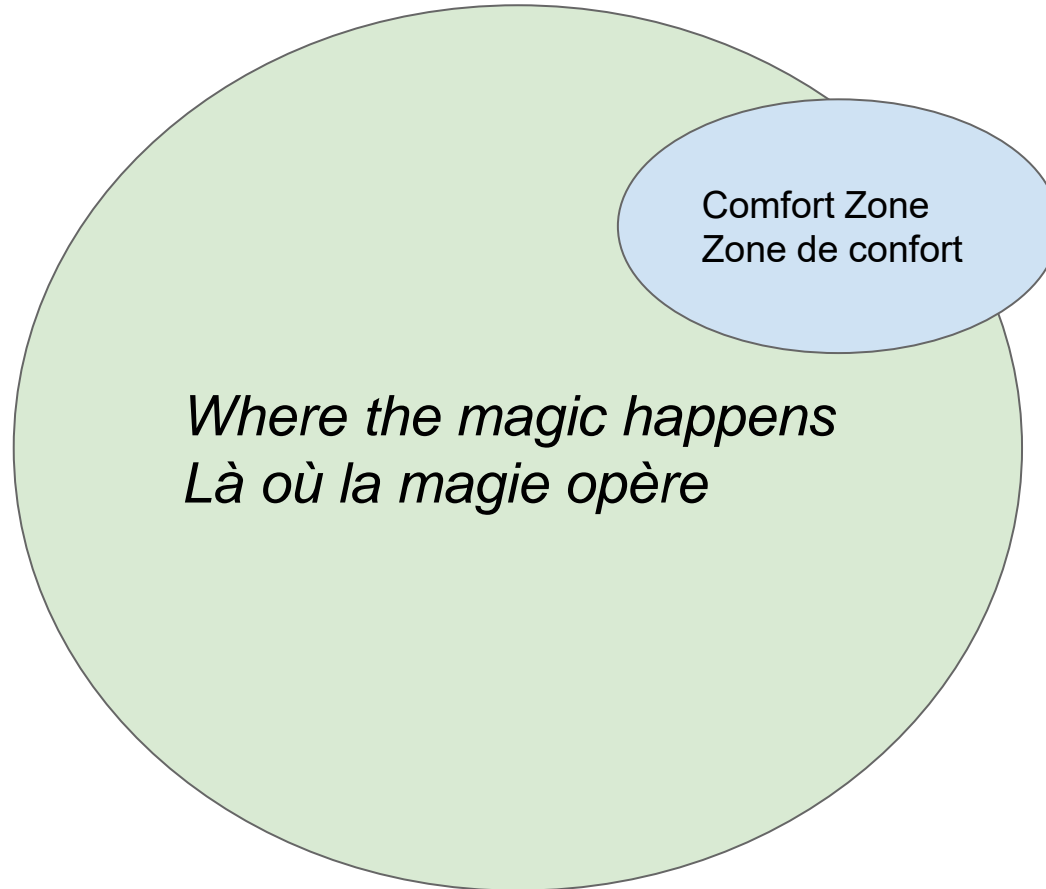
# What most people *think* fundraising is about: Asking



Ce que la plupart des gens  
*pensent* être la collecte de  
fonds : Demander



What fundraising is *mostly* about: Connecting!  
L'essentiel de la collecte de fonds : Se connecter !



STEWARDSHIP  
L'ADMINISTRATION et  
REMERCIEMENT

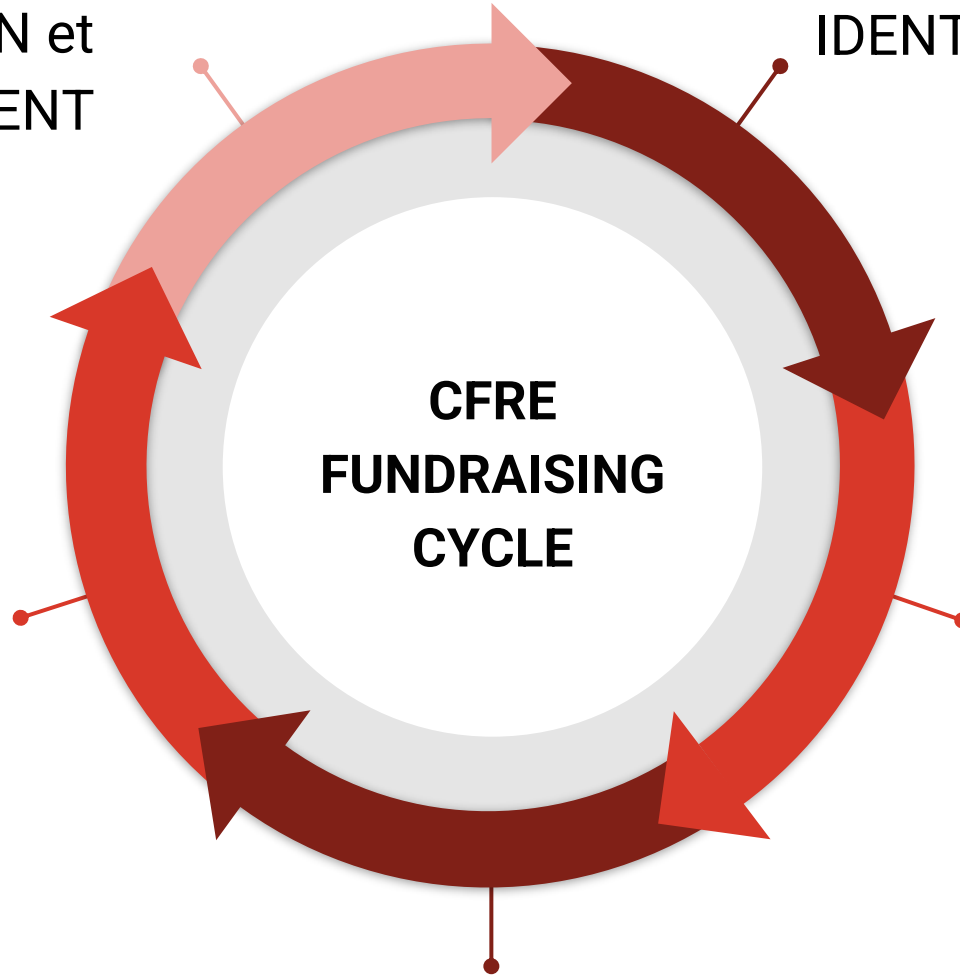
IDENTIFICATION

CFRE  
FUNDRAISING  
CYCLE

QUALIFICATION

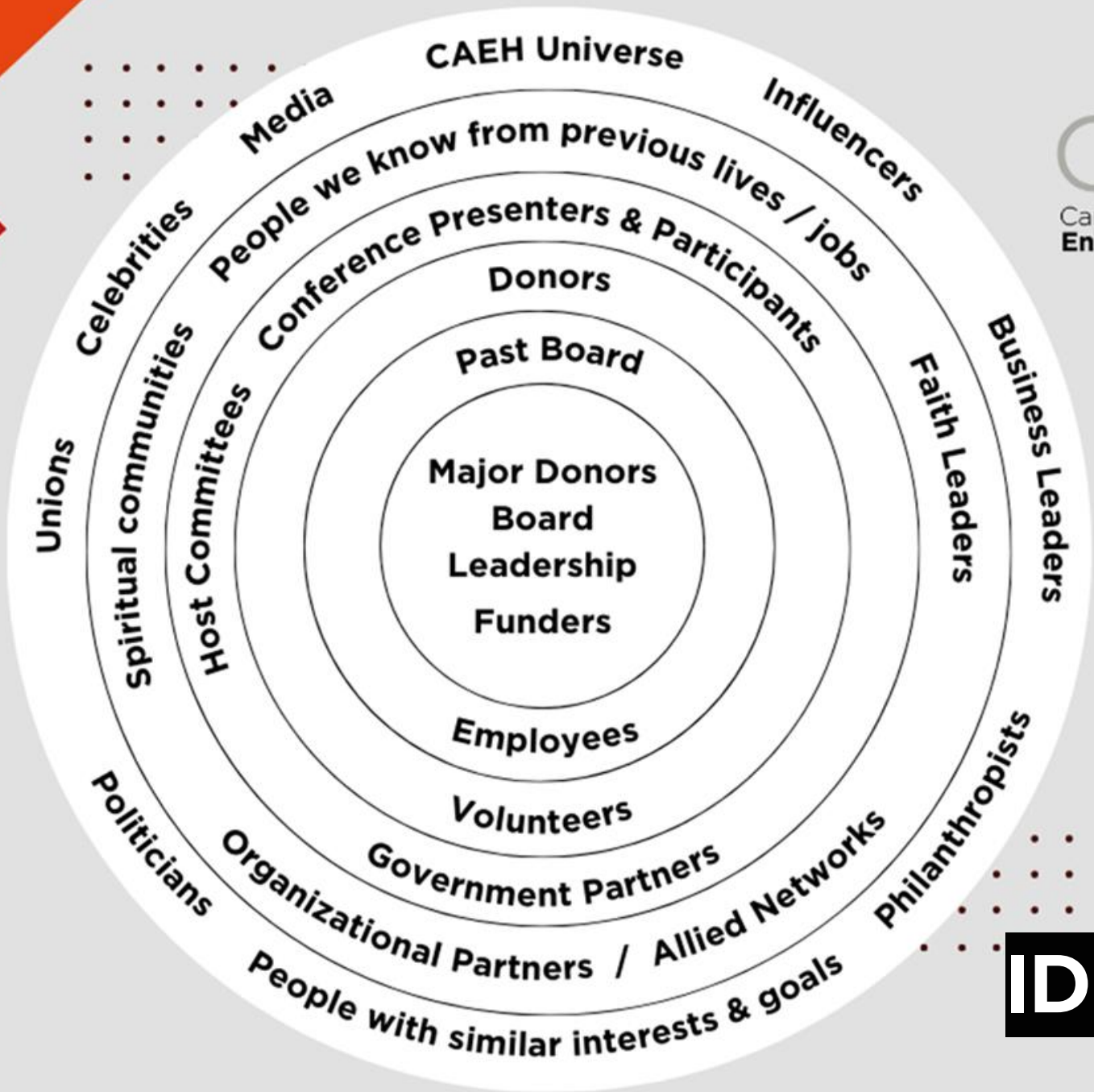
SOLICITATION

CULTIVATION





**CAEH** | **ACMFI**  
 Canadian Alliance to End Homelessness | Alliance canadienne pour mettre fin à l'itinérance



Enemies

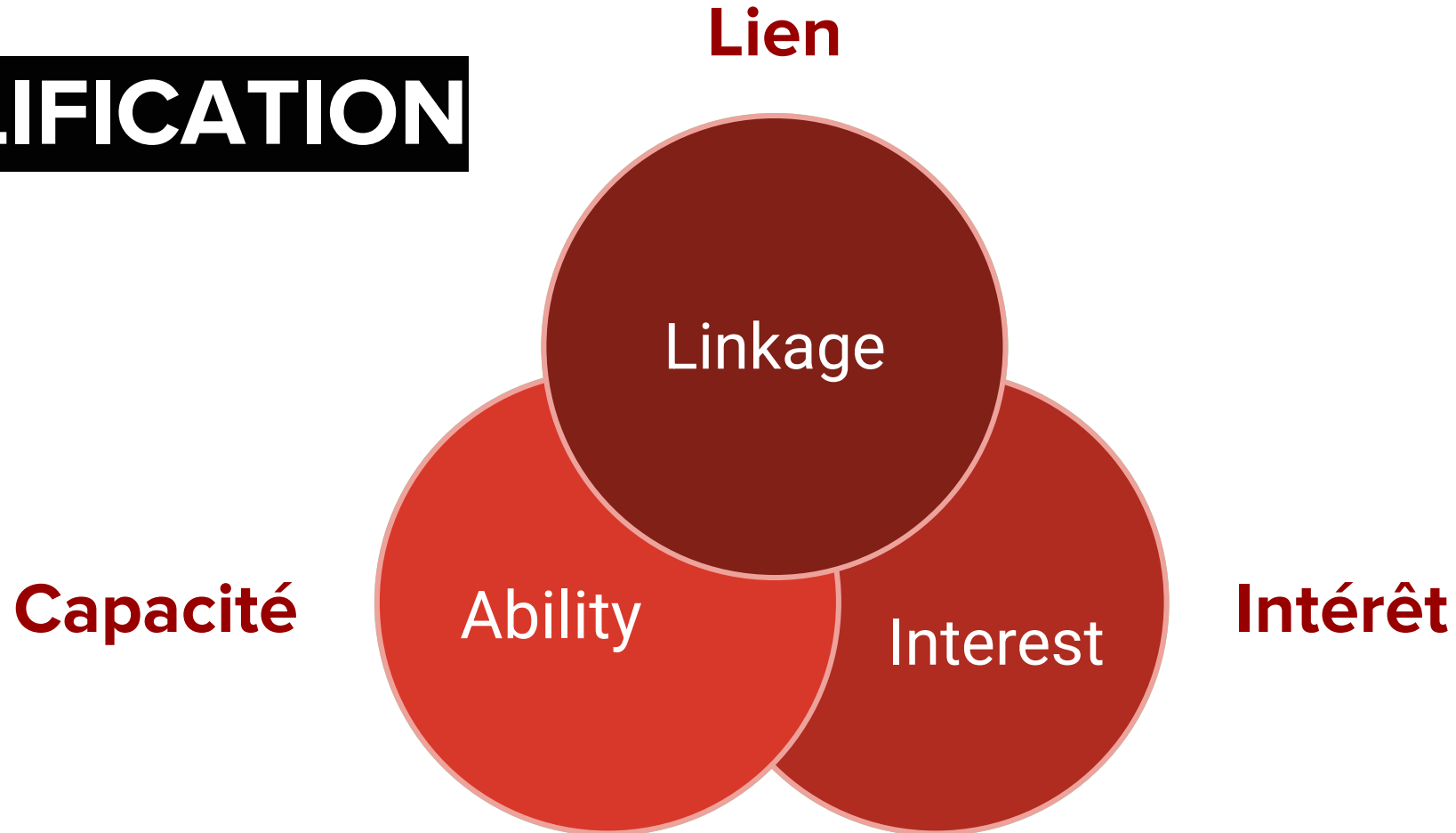
Naysayers

**IDENTIFICATION**

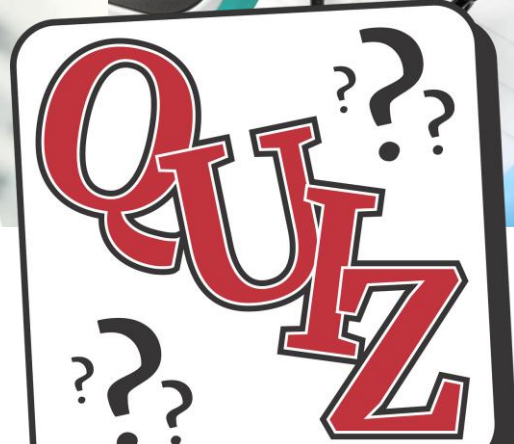


Who is a good donor prospect?  
Qui est un bon donneur potentiel ?

# QUALIFICATION



# CULTIVATION



Making the Ask is best done by:  
La meilleure façon d'effectuer  
la demande est:

## **SOLICITATION**

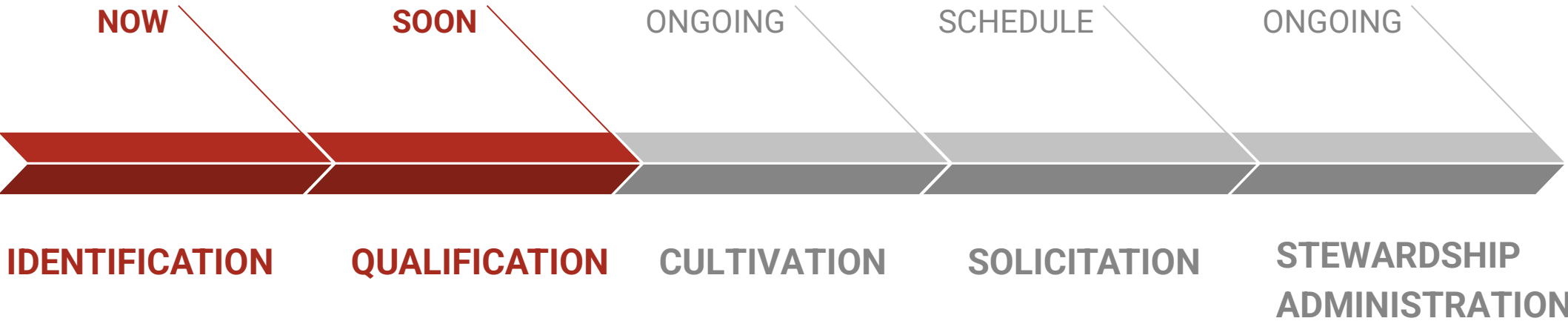
- The Right Person      La bonne Personne
- The Right Ask              La bonne  
demande
- The Right Amount      Le bon montant
- The Right Way              La bonne  
manière
- The Right Time              Le bon moment



# STEWARDSHIP ADMINISTRATION / REMERCIEMENT



A major gift program does not happen by accident  
Un programme de dons importants n'est pas le fruit du hasard



FOUNDATION OF ANNUAL GIVING / FONDATION DES DONS ANNUELS

## Pro Tips: conseils de pro :

Des

1. People can usually give 10-20 times more than they currently are.
2. Don't assume for your donors.
3. Don't underestimate the power of monthly gifts.
4. Make time to meet AND ASK!
5. ANYONE can raise major gifts.
6. The number one reason people don't give? They weren't asked.

1. Les gens peuvent donner 10 à 20 fois plus qu'ils ne le font actuellement.
2. Ne présumez pas à la place de vos donateurs.
3. Ne sous-estimez pas le pouvoir des dons mensuels.
4. Prenez le temps de vous rencontrer ET DE DEMANDER !
5. N'IMPORTE QUI peut collecter des dons importants
6. La première raison pour laquelle les gens ne donnent pas ? On ne leur a pas demandé.



# Major Gift Fundraising Resources

**Amy Eisensten - Mastering Major Gifts**



**Rhea Wong - Get that Money, Honey!**

**Kia Croom - The Black Fundraiser's Podcast**



# Action Items: Actions à entreprendre

1. Visualize abundance.

Visualisez l'abondance.

2. Start where you are.  
êtes.

Commencez là où vous

3. Be consistent.

Soyez cohérent.

4. Practice gratitude.

Pratiquez la gratitude.

**5. MAKE THE ASK!**

**FAITES LA**

**DEMANDE !**



Please feel free to find me on LinkedIn  
Elisabeth Noble - that's Elisabeth with an S