



Ignite Your Board for Delco Gives Day 2025

The Foundation for Delaware County
Center for Nonprofit Excellence

February 28, 2025

Valerie M. Jones, CFRE, Valerie M. Jones Associates

Speaker



Valerie M. Jones, CFRE, has raised \$200+ million for nonprofits, delighted audiences from Baltimore to Beijing and even closed a deal on *Shark Tank*!

Her book, *Nonprofit Hero, Five Easy Steps to Successful Board Fundraising*, made Amazon's Top Ten Hot New Releases for Nonprofits and Book Authority's list of The Best Fundraising Books of All Time.

She's coached 7,000+ leaders to ask in ways that are authentic, comfortable, and effective. She's eager to set you and your leaders up for success.

Valerie M. Jones, CFRE, val@vmja.com, www.vmja.com

What we'll cover

1. Why we do (or do not) ask
2. Five-Step framework
3. Strengths-based asking
4. Roles & Goals for Delco Gives Campaign



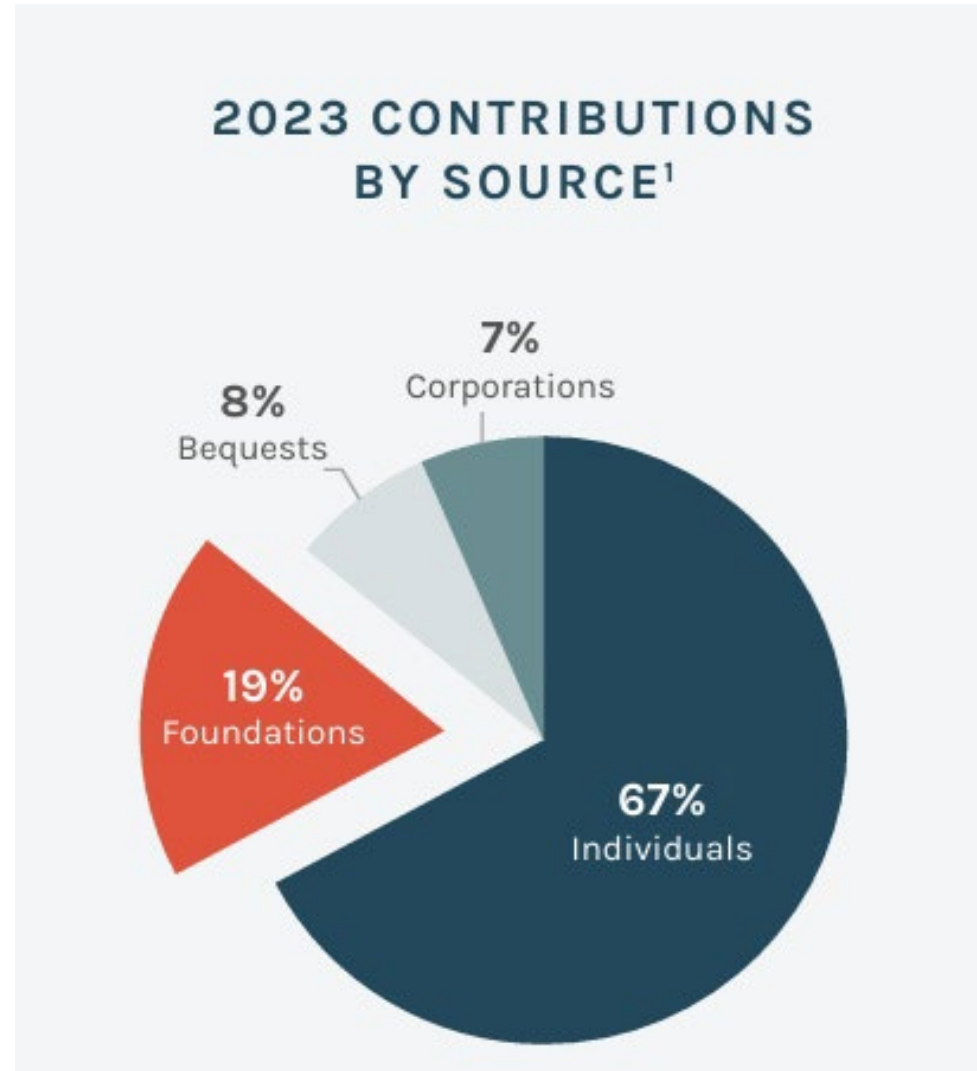
Why we do
(or do not)
Ask

Donors Keep Giving



Total 2023 Giving: \$557.2 Billion

Individuals Give the Most



Giving makes donors happy

Serotonin=Gratitude &
Happy Memories
Oxytocin=Serenity
Endorphins=Euphoria
Dopamine=Orgasm



<https://health.usnews.com/health-news/health-wellness/articles/2015/05/01/what-generosity-does-to-your-brain-and-life-expectancy>
<https://www.goodtherapy.org/blog/10-ways-to-boost-dopamine-and-serotonin-naturally-1212177>

So why do we hate fundraising?



*65% of boards give themselves a “C”, “D” or “F”
in fundraising
But the #1 reason people give is...*

Yeah, but...



What do you fear will happen?

1. _____

2. _____

3. _____

4. _____

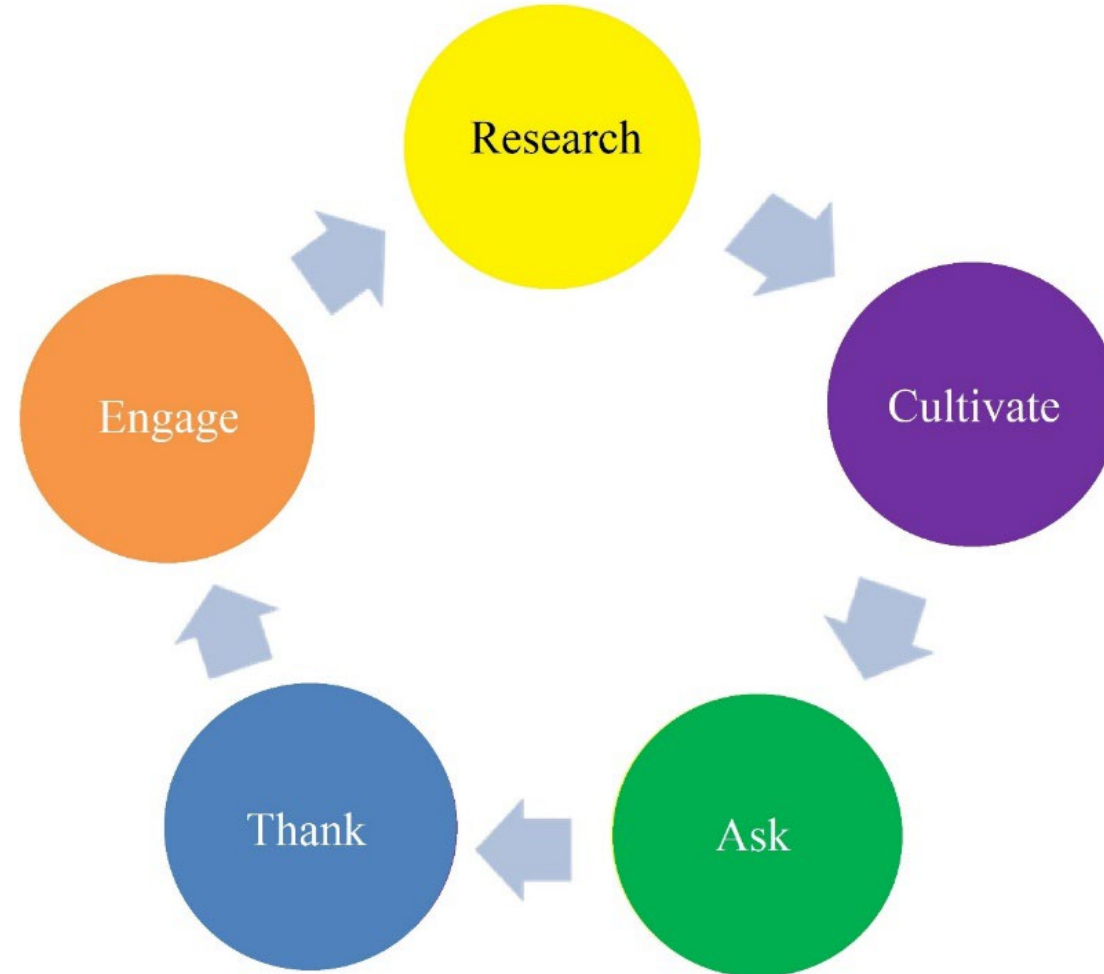
5. _____

Good News!

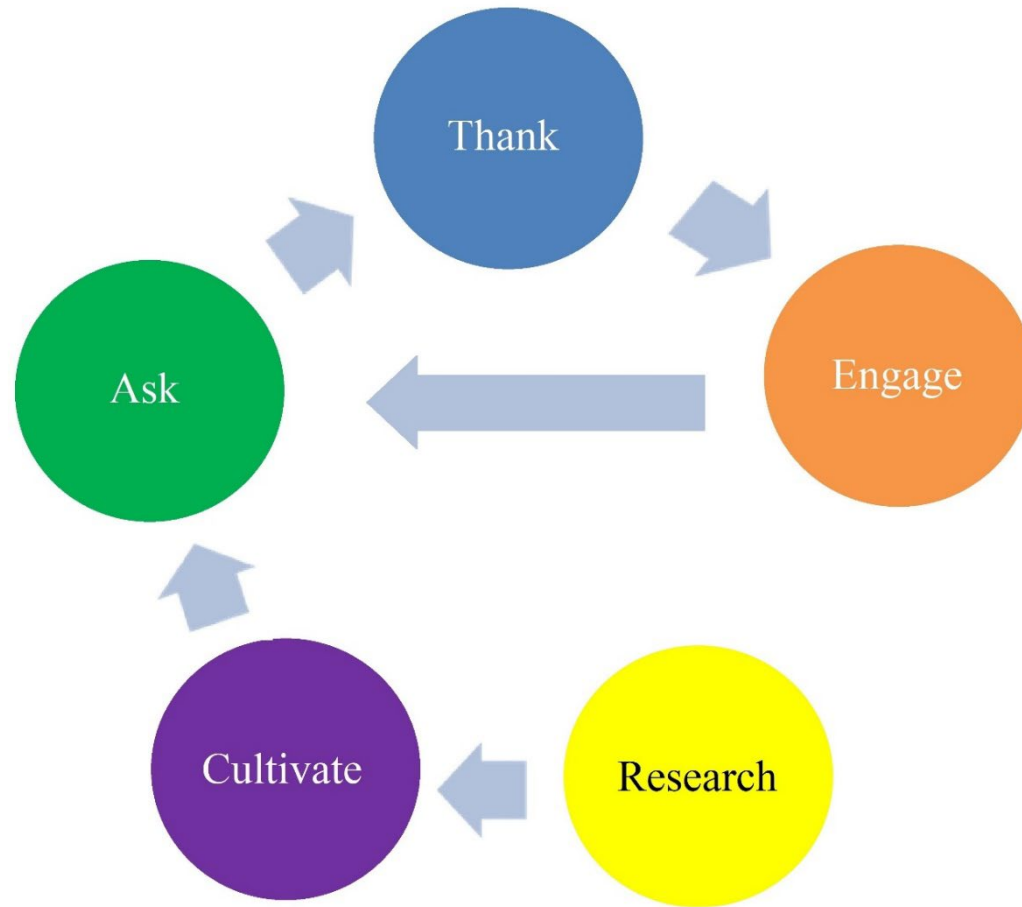


Five-Step Framework

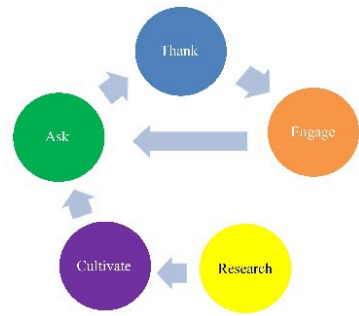
The Usual Approach



Turn it Upside-Down



Why start with thanking?



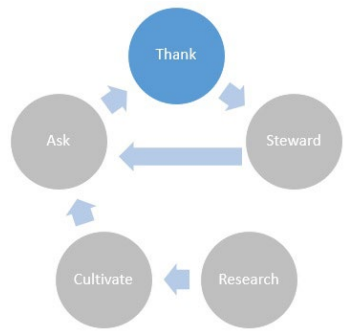
Average NPO loses 55% of its donors each year. Why?

19% Not acknowledged or thanked for last gift

16% Not asked to donate again

14% Not told how funds were use

5% Dissatisfied with use of last gift

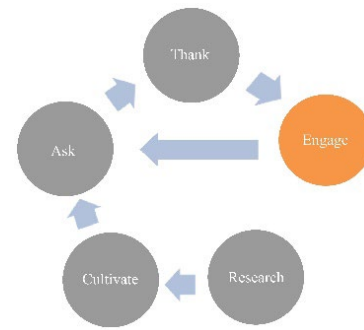


Step 1-Thank

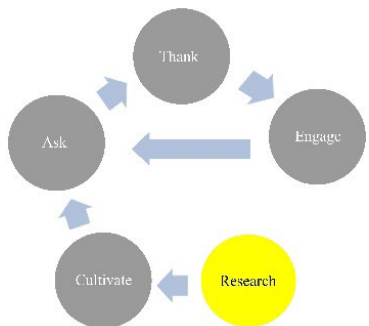


Action Step: Assign board “thankers” to past & new donors *prior* to DelCo Gives

Step 2-Engage



Action Step: Set *experiential* as well as \$ goals for DelCo Gives



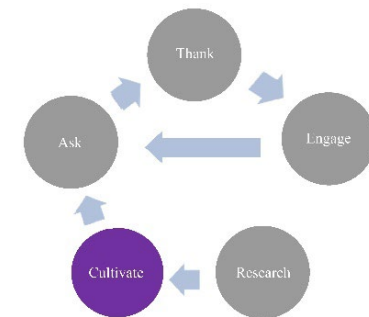
Step 3-Research



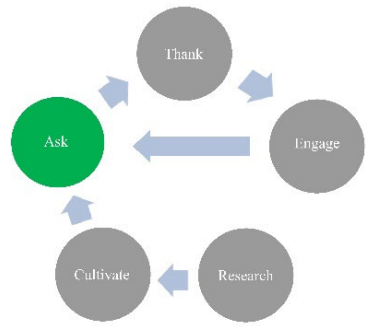
Action Step: Have your board use [LinkedIn](#) to identify potential Delco Gives connectors/donors



Step 4-Cultivate



Short on ideas? Have board members journal their best cultivation experiences... with your nonprofit or others

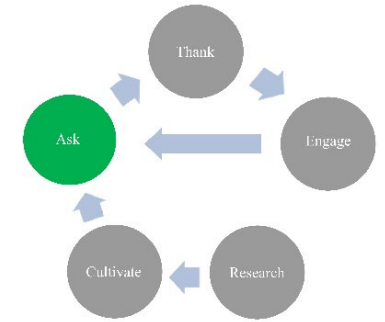


Step 5-Ask



Action Step: Ask 3 donors before 1 prospect
Giving Day warm-up, sponsorship, challenge gift, etc.

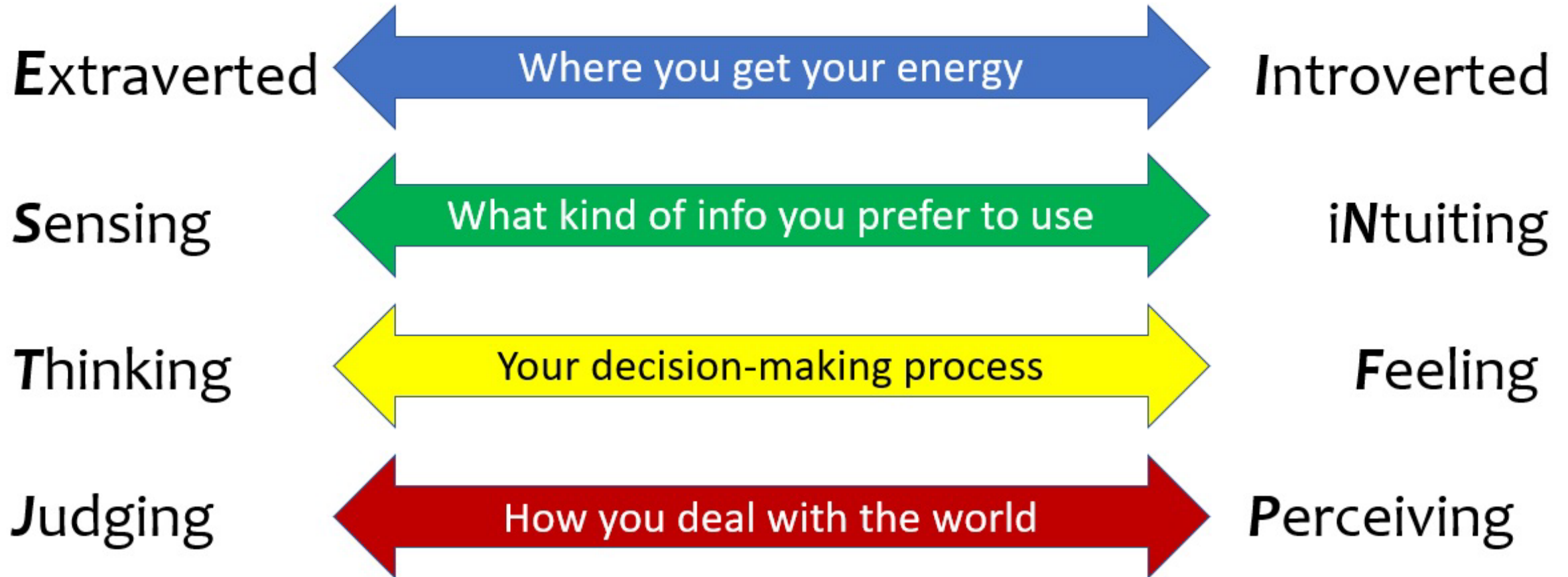
Step 5: Ask



Action: Wait 3 beats after speaking/asking

Strengths-Based Fundraising

Your Asking Personality



My MBTI is _____

Play to Your Asking Strengths

*One size
does NOT
fit all*

*We have a
luxury they
don't*



*Gallup
12x as
effective*

Chris & Val



ISTJ



ENTJ

Who, How, Why Ask?

ISTJ <ul style="list-style-type: none"> • Quiet donors • Ask on-site • Logical needs 	ISFJ <ul style="list-style-type: none"> • Current donors • Ask with a partner • Improvements 	INFJ <ul style="list-style-type: none"> • Likely donors • Active listening • Motivating needs 	INTJ <ul style="list-style-type: none"> • Ask institutions • Have a plan • Strategic projects
ISTP <ul style="list-style-type: none"> • Ask pragmatists • Show don't tell • Concrete projects 	ISFP <ul style="list-style-type: none"> • Current donors • Ask on-site • Aesthetic projects 	INFP <ul style="list-style-type: none"> • Intuit who to ask • Express passion • Inspiring projects 	INTP <ul style="list-style-type: none"> • Ask institutions • Help write grants • Innovative ideas
ESTP <ul style="list-style-type: none"> • High-achievers • Big picture • Exciting projects 	ESFP <ul style="list-style-type: none"> • Ask new people • Ask socially • New opportunities 	ENFP <ul style="list-style-type: none"> • Reserved donors • Share your vision • Outreach needs 	ENTP <ul style="list-style-type: none"> • Ask intellectuals • Reveal new ideas • Take on challenges
ESTJ <ul style="list-style-type: none"> • Leading citizens • Solid finances • Concrete projects 	ESFJ <ul style="list-style-type: none"> • Ask peer donors • Seek win-win gifts • Delicate situations 	ENFJ <ul style="list-style-type: none"> • Ask big donors • Seek win-win gifts • Transformative 	ENTJ <ul style="list-style-type: none"> • Decision-makers • Challenge grants • Lead gifts as chair

Strengths & Weaknesses

ISTJ ↑ Careful, honest ↓ May prep, not ask	ISFJ ↑ Attentive, focused ↓ May not ask at all	INFJ ↑ Guide wise giving ↓ May not ask at all	INTJ ↑ Grasp shared goals ↓ May go own way
ISTP ↑ Vivid experiences ↓ Facts over feelings	ISFP ↑ Attuned to donors ↓ Overly sensitive	INFP ↑ Giver over gift ↓ May give up easily	INTP ↑ Adept w/ideas ↓ Ideas over feelings
ESTP ↑ Ultimate persuader ↓ May over-promise	ESFP ↑ Warm, enthusiastic ↓ Overly sensitive	ENFP ↑ Empathic catalyst ↓ Needs to be liked	ENTP ↑ Loves challenges ↓ Ideas over feelings
ESTJ ↑ Inspires trust ↓ Can get stuck	ESFJ ↑ Prepared, sensitive ↓ Conflict adverse	ENFJ ↑ Lucid & inspiring ↓ Conflict adverse	ENTJ ↑ Compelling speaker ↓ Can intimidate

Preferred Steps

ISTJ <ul style="list-style-type: none">❖ Engage❖ Thank	ISFJ <ul style="list-style-type: none">❖ Thank❖ Engage	INFJ <ul style="list-style-type: none">❖ Ask❖ Cultivate	INTJ <ul style="list-style-type: none">❖ Research❖ Ask
ISTP <ul style="list-style-type: none">❖ Research❖ Engage	ISFP <ul style="list-style-type: none">❖ Engage❖ Thank	INFP <ul style="list-style-type: none">❖ Ask❖ Cultivate	INTP <ul style="list-style-type: none">❖ Research❖ Cultivate
ESTP <ul style="list-style-type: none">❖ Cultivate❖ Ask	ESFP <ul style="list-style-type: none">❖ Cultivate❖ Thank	ENFP <ul style="list-style-type: none">❖ Cultivate❖ Ask	ENTP <ul style="list-style-type: none">❖ Research❖ Ask
ESTJ <ul style="list-style-type: none">❖ Cultivate❖ Engage	ESFJ <ul style="list-style-type: none">❖ Engage❖ Ask	ENFJ <ul style="list-style-type: none">❖ Cultivate❖ Engage	ENTJ <ul style="list-style-type: none">❖ Ask❖ Research

Putting it Together for Juan

Type

ENFJ

Who

Ask big donors

How

Seek win-win gifts

What

Transformative projects

Strength

Articulate, inspiring

Weakness

Need to be liked, can be too conflict adverse

Steps

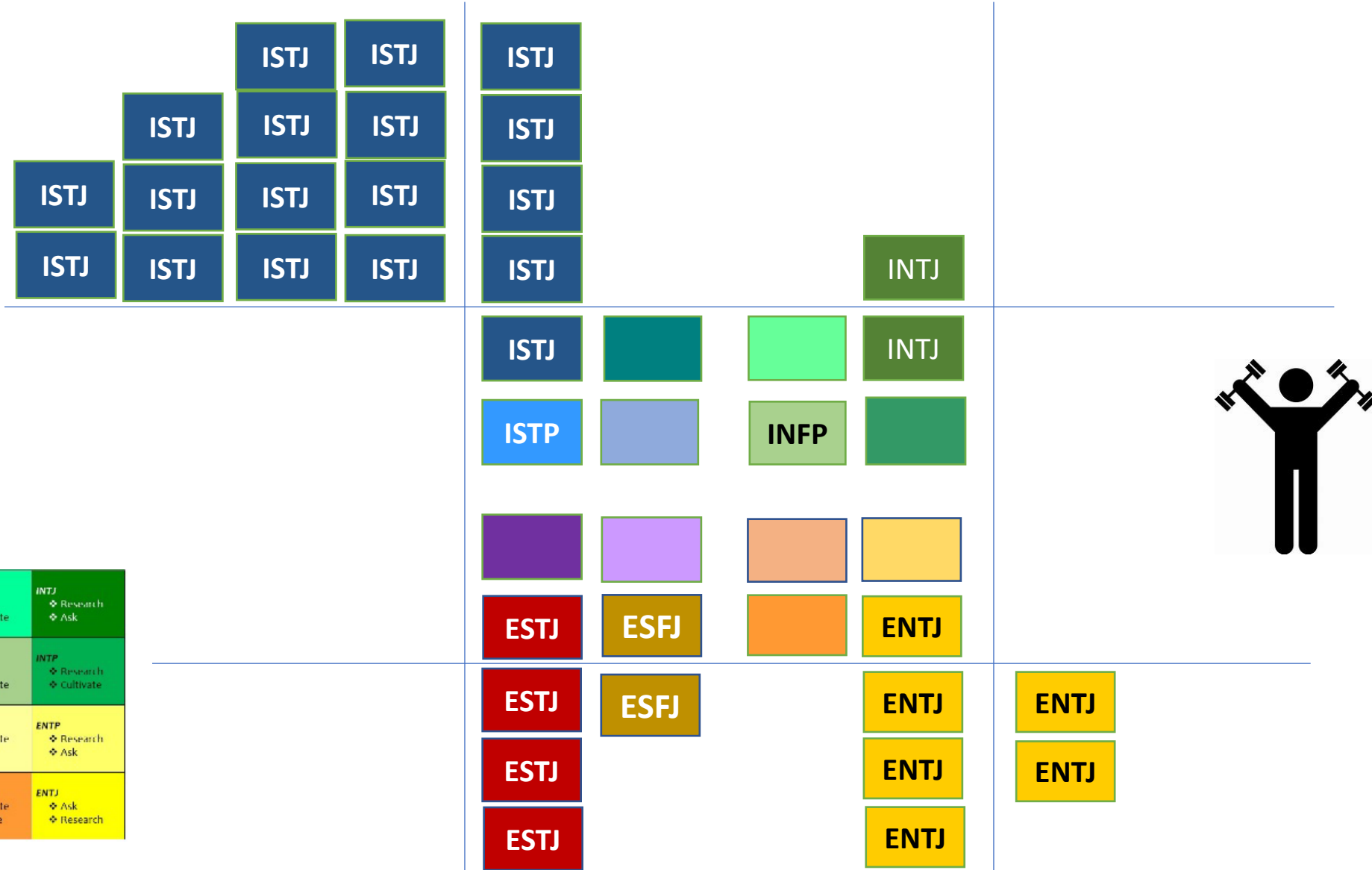
Cultivate and Ask

Help

Anchor with an image



Sample Board Asking Map



ISTJ ✦ Engage ✦ Thank	ISFJ ✦ Thank ✦ Engage	INFP ✦ Ask ✦ Cultivate	INTJ ✦ Research ✦ Ask
ISTP ✦ Research ✦ Engage	ISFP ✦ Engage ✦ Thank	INFP ✦ Ask ✦ Cultivate	INTP ✦ Research ✦ Cultivate
ESTP ✦ Cultivate ✦ Ask	ESFP ✦ Cultivate ✦ Thank	ENFP ✦ Cultivate ✦ Ask	ENTP ✦ Research ✦ Ask
ESTJ ✦ Cultivate ✦ Engage	ESFJ ✦ Engage ✦ Ask	ENFJ ✦ Cultivate ✦ Engage	ENTJ ✦ Ask ✦ Research

Roles & Goals

Campaign Roles



Optional Volunteer Campaign Jobs (examples)

- Thanking, Engaging, Research Chairs
- By strengths
 - Challenge Chair (*easy prospects 1st*)
 - Sponsorship Chair (*easy prospects 1st*)
 - Prizes Chair (*easy prospects 1st*)
 - Social Media posting leader (NPO content)



Campaign Tools

Forms: *“Ways to help XYZ’s DelCo Gives Campaign”*

- Challenge, Sponsorship, Prize donation commitment forms (separate or consolidated)
- Sample social media posting language, protocol, schedule, and in-house tech support contact

Campaign Timeline



Volunteers: Who does what by when? Examples:

- Prospects identified & added to database by March 7
- Sponsorships secured by March 15
- Prizes secured by April 15
- Celebration event-all planned & set up by May 7
- Postings-Weekly, daily May 8-9, Thanks May 10....



Individual Goal-Setting

MY GOAL IS:					
Is it:	__ Specific?	__ Measurable?	__ Achievable?	__ Relevant?	__ Time-oriented?
Break it down	1. I will			By when?	
	2. Then I'll			By when?	
	3. Then I'll			By when?	
Share with a supportive person	A tell B				
	B tell A				
	Debrief				
Report Back	__ / __ / __				

Consider what obstacles you might encounter in each step. How might you overcome them?
How have you succeeded in similar situations in the past?

Visualize Success



19-yr-old Bianca Andreescu won the U.S. Open against Serena Williams

Make it work for, not against, you

- Breathe deep, eyes closed, relax
- Imagine what's in your control
- Make it vivid, clear, present

Your body can't tell the difference

What we covered

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4. Roles & Goals for DelCo Gives Campaign

Thank –you!

Questions?

March 18:

Delco Gives 2025 Nonprofit Training Session - Inspiring Giving Through
Delco Gives and Beyond - The Foundation for Delaware County

Prizes!

You are my
Superheroes



Find Your Asking Personality

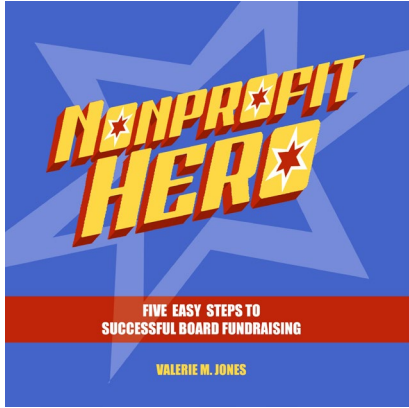
- www.mbtionline.com –Official Myers Briggs \$49.95
- <https://www.16personalities.com/> - Free
- <https://psychcentral.com/quizzes/personality-quiz#1> - Free
- <https://truity.com/test/type-finder-personality-testnew> - Free



Take my short quiz and/or send me your MBTI and

Get your in-depth asking personality profile

[Asking Types | My Site](#)



Resources from Val

Book: Available from Amazon in Kindle, audio or hard copy [Nonprofit Hero | My Site](#)

Fundraising Help: Free stuff and great connections

- [Free Stuff | My Site](#)
- <http://vmja.com/boardtraining/>
- <https://www.linkedin.com/in/valeriemjonescfre/>