

Ask Less. Raise More.

Permission Based Fund Development



Boots Hoffman

National Fundraising Consultant

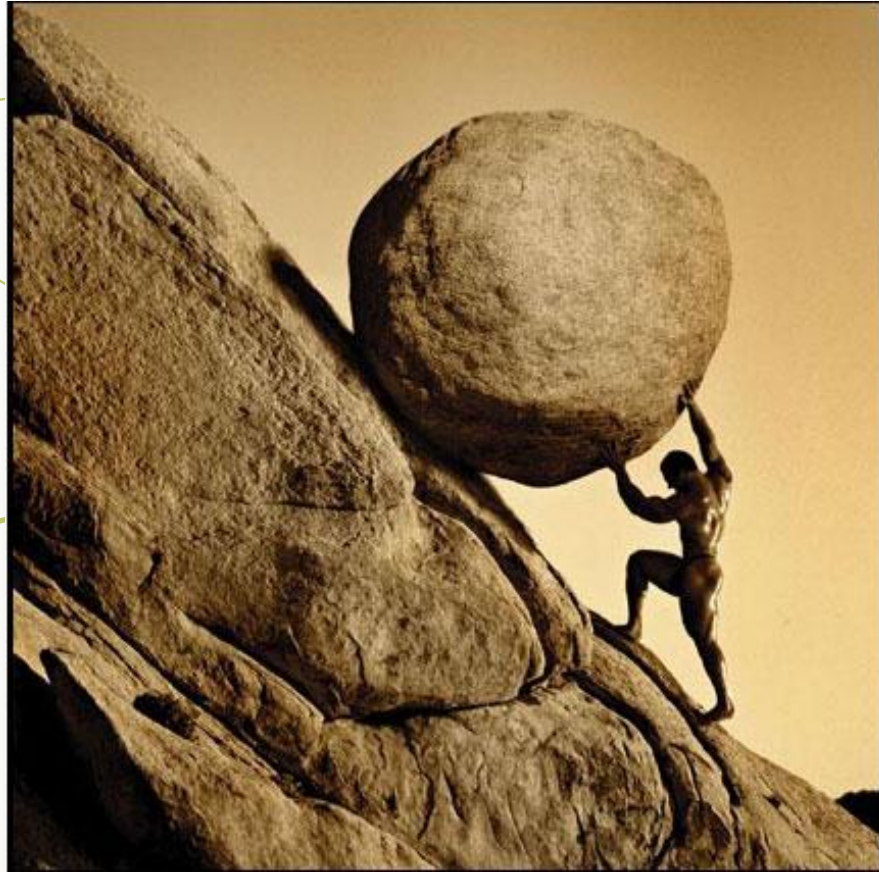
What we'll cover today



The Secret to Fundraising: Clear, Bold Communication

- Telling Your Story - *Intro*
- Asking – *Take Action*
- Maximize Relationships
– *Stay Relevant*
- Managing Data

Ask Less. Raise More.



What life may be like today.

Ask Less. Raise More.



What life COULD be.

Ask Less. Raise More.



**What will it take to have meaningful conversations
that lead to more dollars?**

Ask Less. Raise More.

Permission Based Fund Development

1. Is designed to generate \$2500 + gifts
2. Reduces the need for the dreaded “ask.”
3. Leads many prospects to offer help before being asked.
4. Helps identify exactly what major gifts prospects will support.
5. Can help build strong & more engaged volunteer boards

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Permission Based Fund Development

Key Informant interview questions:

1. ?

2. ?

3. ?

4. ?

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How do you begin?

Ask Less. Raise More.

Time to take a quick poll!

Questions for Boots?



**For more details or to talk to Boots
about using his Permission Based
Resource Development program:**



Boots Hoffman

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