

NSLCFC Minutes, 6/28/11, 7pm, Town Hall

Members Present: Jane Urban, Susie Mosher, Weezie Houle Karen Traub, Jen Davies and George Arvanitis

Visitors present: Mary Anne Antonellis, Laura Walton, Sterling Lamet, Al Springer, April Stein, Matt Blumenfeld and Becky Torres

- 1) Introductions
- 2) Donor Solicitation/Cultivation Training by Matt Blumenfeld, from FDA
 - a) Handouts distributed
 - b) Letter and Case for Support distributed to potential donor. Within a week, call to set up a meeting afterwards
 - i) No more than a half dozen prospects assigned to a given solicitor
 - ii) The letter will identify who the solicitor will be so when you call it won't be a surprise
 - iii) See if you can get some key questions out of them on the phone
 - c) Things to think about / know before you solicit / ideas to keep in mind
 - i) Sell yourself first.
 - ii) Give as generously as they possibly can.
 - iii) Don't leave the pledge card with the donor
 - iv) Think about what is motivating me. Once in a lifetime opportunity. Why is the funding so complex? Why the MBLC is holding that carrot out there? Try to think about what is going to motivate them. Make this one of your top three charitable contributions over the next five years. Can you make a commitment of \$1,000 per year for 5 years?
 - v) If you get an appointment you are halfway home.
 - vi) What everyone gives/does is appreciated. Everyone has to feel good about their gift.
 - d) At the solicitation appointment
 - i) Giving opportunities and looking at floor plans. Well, what can you do?
 - ii) Where do you see yourself on the gift chart?
 - iii) I'd like you to consider a gift of \$5,000. Then remain silent.
 - iv) Once they say yes, they are willing to give, then you bring out the pledge card.
 - v) Get people to move from thinking about a gift to an investment.
 - e) Things to do after solicitation
 - i) We are required to send a "receipt" for a donation.
 - f) Need letter of intent for multi-year charitable fund donations. Matt will send language for that letter.
 - g) Managing "Brush Offs":
 - i) Go away. Let me just go through the presentation.
 - ii) Not now. (You will get that on the phone.) If not now, when? Try to turn that around by saying, we are doing this now, we are following a plan. Mention Special Town Meeting. Would love to be able to meet with you before that.
 - iii) I need to think about this before you come to see me. How long, how about 2 weeks?
 - h) Next phase:
 - i) Determine the global list of who we'd like to approach between now and town meeting.
 - ii) Meet frequently to discuss follow up.
 - iii) Don't send all letters at once.
- 3) Next meeting: Tuesday, July 5, 2011, 7pm, Town Hall