

— FUNDRAISING CONSULTANT

Chamber leaders don't need to be better at sales. They need to make sales an extension of their leadership.



*Dave Tabor, Fundraising Consultant to Chamber
& Association Leaders*

Fundraising that feels like leading

- How to show up in fundraising (to executives) with confidence, without feeling like a salesperson
- Show your team, by example, that what you do is bigger than “membership”
- How to make the ask about the mission, so members say yes to something bigger

Where does today's content come from?

- In my GUT knowing that there was a better way, a more rewarding way, a more authentic and fun way, to grow membership revenue
- Searching and finding a better way (Oren Klaff), and adapting it
- 2 years, hundreds of hours
- Mind-blowing “aha” moments of reinforcement

What I've concluded...

— THE WORD I HATE MOST

Supplicant

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Supplicant

entreating, asking submissively, begging, pleading,
humbly retreating

— A LEADER'S APPROACH TO FUNDRAISING DOESN'T FEEL LIKE SALES

A chamber leader's approach is best
when it's peer to peer with 2-way
respect

“

Discussion:

What role does a chamber leader have relative to the community and their members?

—

— A LEADER'S APPROACH TO FUNDRAISING DOESN'T FEEL LIKE SALES

Your executive prospects *deeply want* you
to be their peer.

HOW? (a good starting point)

1. Give them what they want. Establish yourself as a peer with a personal “why” story
2. Don’ t make the 3 mistakes that kill peer to peer

Personal “why” story

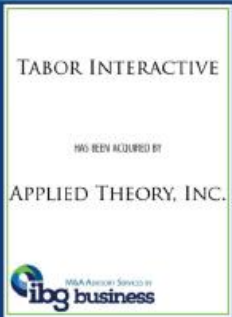
— ■
Establishes respect – and you as the leader
of a noble purpose

Example



**My
background**

Entrepreneur, sold to NASDAQ buyer; 20 years at the Colorado Chamber; host of the PROC0360 podcast



→

Personal “why” story

“What if I’m not CEO/ED?”

“What if I don’t have that good a story?”

The 3 Mistakes that Kill Peer to Peer

We want them to like us first

Nuanced difference
Small talk

Reducing our power posture

Meeting locations - *example*
Accepting underlings
Waiting patiently - *example*
“Thank you for your time”

Leading with why join

Features & benefits
Diminishes the chamber’s primary mission

Example 1

— ■
CEO of a top prospect company
reschedules our meeting a third time

Email exchange

Dear Cathy,

Thanks for letting me know in advance that Bob needs to reschedule again. Dave certainly understands that Bob has a very busy schedule.

Dave originally suggested that he and Bob meet because (*company*) is a critically important employer in Colorado and (*company*) has a lot at stake here. He wants (*company*) to succeed and sees ways that the business climate has outsized impact on (*company's*) financial performance. Like Bob, Dave needs to manage his calendar and competing demands. He is open to rescheduling once more if Bob is serious about discussing Colorado's future.

Please let me know either way.

Thank you.

Julie

Result



Apology
\$65,000 to date

Result, example 2

— ■
Member retention – member notifies of decision to not renew

Retention, peer to peer

Member cancellation email...

Dave,

... I haven't set up a meeting yet to discuss pros/cons with my team and upper management. My apologies for the delay.

Non-suppliant reply:

OK (name). Regarding pros and cons...

Pros: protecting (company's) \$880 million dollar expansion investment in Colorado by being at the table where policy that has (company) in the regulatory bull's-eye is being shaped (chart below).

- The Colorado Chamber coalition is leading advocacy on regulatory matters affecting GEMM 2 rulemaking. Non-members and lobbyists representing non-members are not eligible to participate.

Cons: \$15,000.

Member reply:

Dave,

We are going to move forward with our membership. I'll be signing a PR soon.

RGDS,

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- Show your team, by example, that what the chamber does is bigger than “membership”
- Next time... how to make the ask about the mission, so members say yes to something bigger

— IT'S A PROCESS...

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Dave Tabor

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