



# THE FOUR DECISIONS AND THE VOLUNTEER

## A Workshop for Shared Success

The volunteer shouldn't be required to ask for contributions. The effective volunteer will be motivated to ask for those things most appropriate to his/her role in developing major gifts. The purpose of this focused workshop is to provide that motivation.

### Sample Half-Day Workshop Schedule

#### ★ Hour One: WHY

- ✓ Start with your WHY – an exercise on personal storytelling
- ✓ Practice personal storytelling in the context of relationship-building

#### ★ Hour Two: WHAT & HOW

- ✓ Briefing on **WHAT**: ways a donor can make a lasting impact (there are only five choices) -- an overview of mission, vision, funding priorities, naming opportunities
- ✓ What's your WHAT? If money wasn't an object, what impact would you like to have through your giving?
- ✓ Briefing on **HOW**: an introduction to major gift strategies and vehicles, both outright and deferred. An informed volunteer is better equipped to identify promising possible donors
- ✓ HOW might you make the gift you truly want to make? Introduce your Gift Planning Checklist

#### ★ Hour Three: WILL YOU?

- ✓ Solicitation Checklist and the volunteer's role in solicitation
- ✓ Referrals Worksheet
- ✓ Wrap Up, post-workshop assignments