RAISE THE WORK

Metro Toronto Convention Centre

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Transitional Questions and the ART of Being Meaningful

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My name’s Jenny and I want people to have more meaningful conversations

#fundraisingmojo
TODAY’S SESSION IS A WORKING SESSION

Use this time to reflect, to learn some tools and to breathe meaning into your daily conversations.
AGENDA

Powerful Discovery Meetings

1. Anatomy of a Meaningful Conversation
2. Tools
3. Donor Archetype Role Playing
What’s meaningful?

Share a meaningful conversation that you’ve had this week. Why was it meaningful?
Discovery Meeting Transitions

- **Introduction**
  - Facts and Info

- **Connection**
  - Understanding
  - Trust
  - Rapport

- **Closing**
  - Next Steps
FORD Discovery Meetings

F - Family
O - Occupation
R - Relationships
D - Dreams and Desires

*Motivations
*Passions
“I define human connection as the energy that exists between people when they feel seen, heard, and valued; when they can give and receive without judgement; and when they derive sustenance and strength from the relationship.”

- Brené Brown
Be brave enough to start a conversation that matters.
Mirroring
Open heart
No physical barriers
Eye contact
Smile with eyes
Tone of voice
Follow their pace
# TOOLS for Engagement

<table>
<thead>
<tr>
<th>Technique</th>
<th>Sounds like</th>
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<tbody>
<tr>
<td>Reframe/Validate</td>
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<td>Be observant</td>
<td>“I’m fascinated by…”</td>
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<td>Use yourself as an example</td>
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<td>The drip and listen</td>
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<td>Ask permission to engage</td>
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<td>Tell a story (emotions + details)</td>
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<td>Use an anchor to go to a new place</td>
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<td>Trampoline</td>
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<td>Be vulnerable</td>
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<td>Managing a Chatty Cathy</td>
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Share your “golden phrases”

• Can you tell me more about...
• What was the most rewarding part about X?
• May I ..... 
• Tell me more about that!
Vulnerability builds trust. When you share things that are meaningful to you, others tend to reciprocate.
Donor Archetypes
Donor Archetypes
ROLE PLAY

Pick a partner
Pick an Archetype
Remember your anatomy of a meaningful conversation
Focus on transitions
Use your Tools to role play

Report back to the group
Which tool is going in your toolkit?
Thank you!

21 Amazing Donor Conversation Starter Questions - Free link below

http://chavender.com/21-conversations/

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