

# RAISE THE WORK



*Metro Toronto Convention Centre*

**NOVEMBER 25-27, 2019**

# Transitional Questions and the ART of Being Meaningful

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Raise the Work  
November 25-27, 2019  
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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

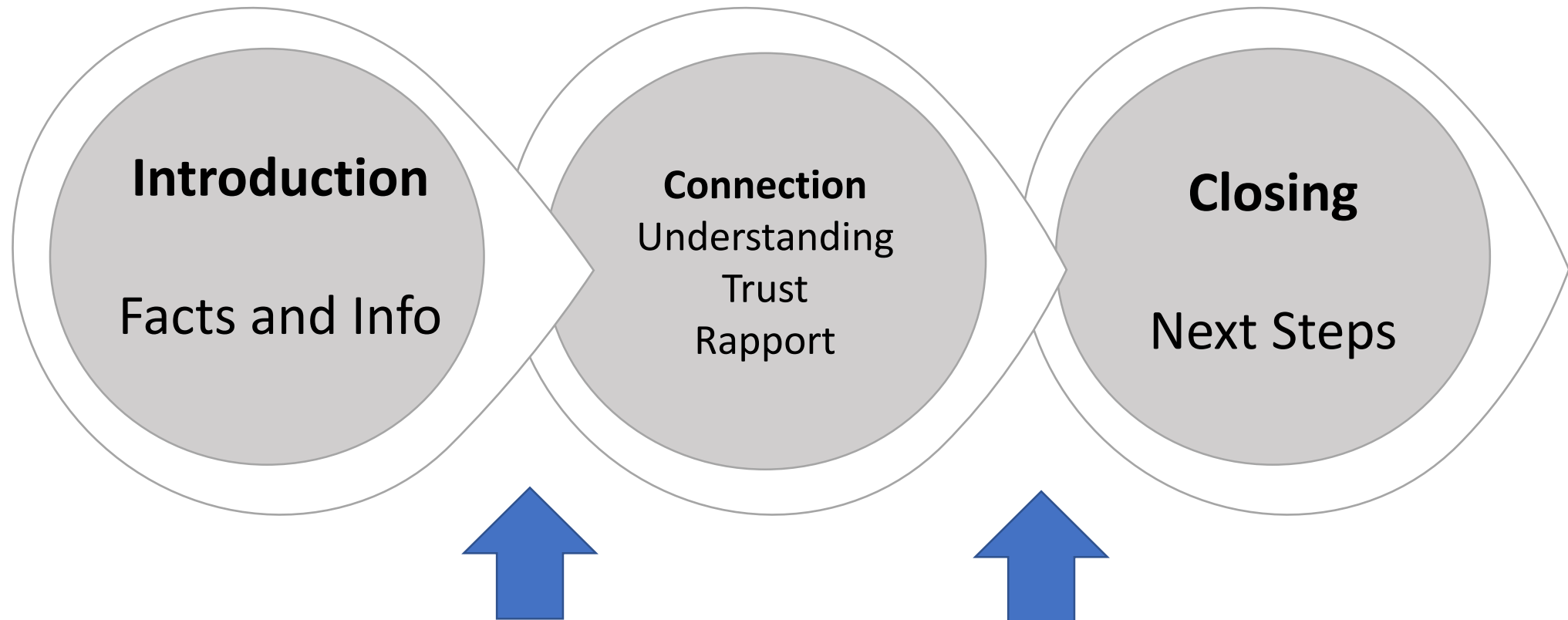
## Powerful Discovery Meetings

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



# FORD Discovery Meetings

F - Family

O - Occupation

R - Relationships

D - Dreams and Desires

\*Motivations

\*Passions




# Connection Understanding Trust Rapport

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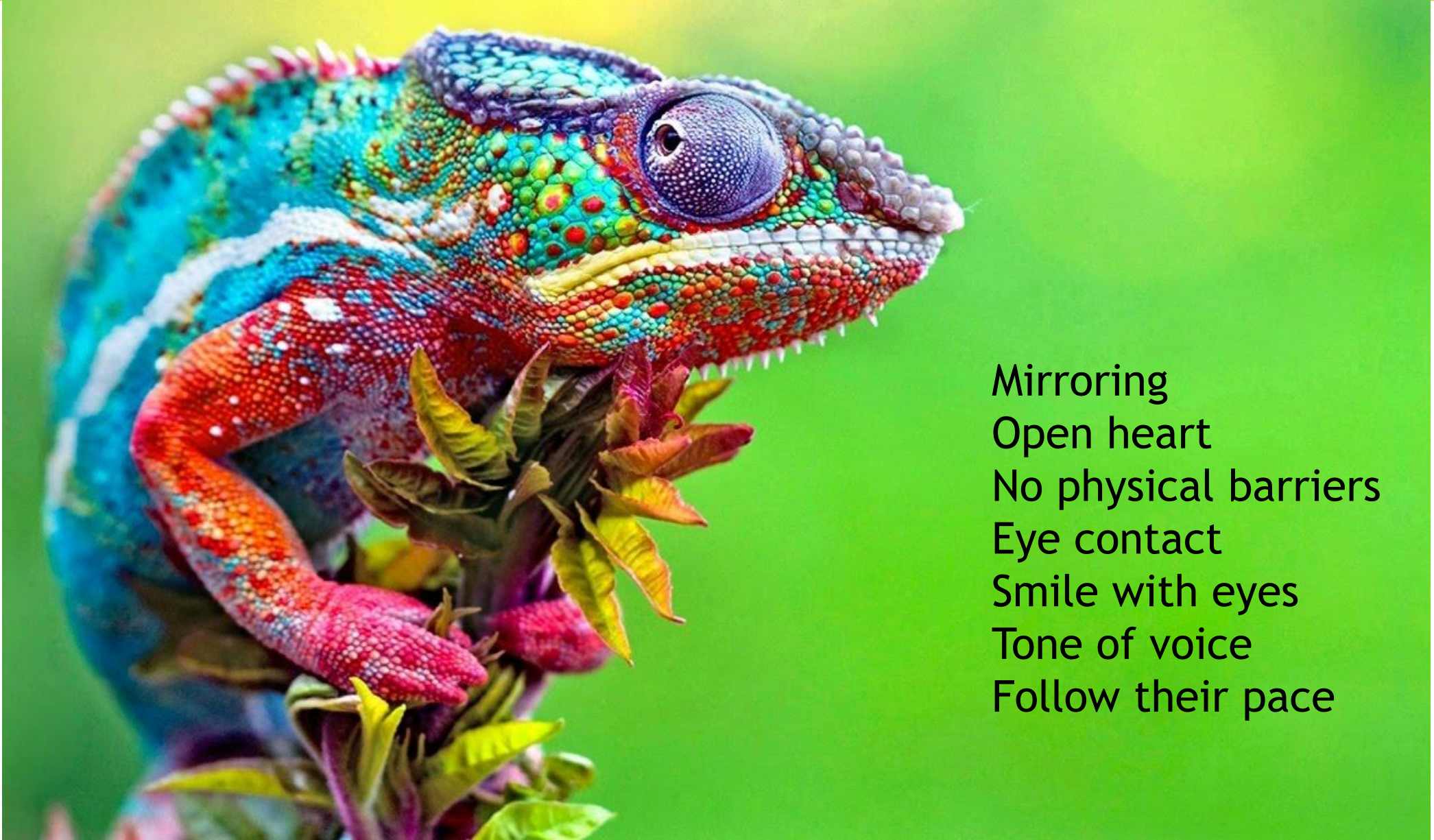
“I define human connection as the energy that exists between people when they feel seen, heard, and valued; when they can give and receive without judgement; and when they derive sustenance and strength from the relationship.”

- brene 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

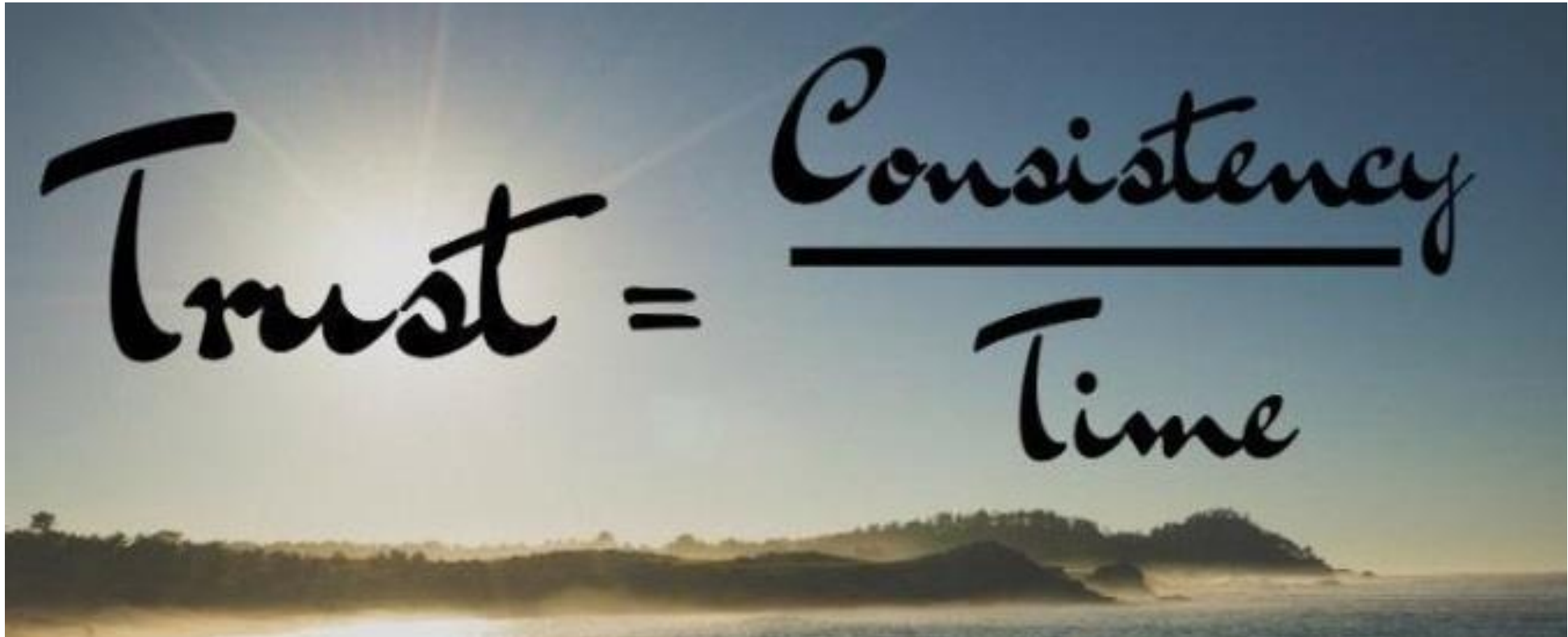
| Technique   | Sounds like |
|---|-------------|
| Reframe/Validate  |             |
| Be observant<br><i>"I'm fascinated by..."</i>   |             |
| Use yourself as an example  |             |
| The drip and listen   |             |
| Ask permission to engage  |             |
| Tell a story (emotions + details)<br>Use an anchor to go to a new place<br>Trampoline |             |
| Be vulnerable<br>Managing a Chatty Cathy  |             |

## 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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