

Creative Solicitation Techniques

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KETCHUM

Some Philanthropic Causes are Instinctive

- Church or Synagogue
- Alma Mater
- Children's Hospital



Some Philanthropic Causes Generate an Immediate Emotional Response

- Tsunami
- Katrina
- September 11



Some Philanthropic Causes Must Compete for Market Share

- Global Issues
- Healthcare
- Arts



Fundraising for Dental Education has Elements of Each

- High Impact on All People
- Central to Overall Health
- Limited Philanthropic Culture
- Need is Not Clear to Many
- Because Everyone is a Prospect, No One is a Prospect



***Our Legacy – Our Future* will Transform Philanthropic Support of Dental Education**

- Converting Modest Donors to Major Donors
- Stimulating First-Time Gifts from Many
- Positioning Oral Health as a Philanthropic Priority
- Blending Compatible Cases for Partners
- Building on the Framework of Organized Dentistry
- Stimulating Support from Dentists and from Grateful Patients



Commitments we seek will be Transformational

- For Partners in Dental Education
- For the Donor



Transformational Gifts will be

- Near the Top of the Donor's Philanthropic Budget
- In Addition to Ongoing Annual Support of the Partners
- Restricted to Dental Education



Transformational Gifts Demand...

- A Thoughtful Plan for Each Prospect
- Face-to-Face Interaction
- Well-Prepared Teams
- Multiple Visits
- Relationships that have been nurtured



The “Right” Gift May

- Result from a Series of “Moves”
- Be a Multi-Year Commitment
- Include a Current Gift and a Life Income Component



The “Right” Team May Include

- Multiple Partners
- Professional Staff and Volunteers
- Deans and Faculty
- Old Friends and Total Strangers



The Biggest Challenge

- Getting an Appointment
- Dedicating Time
- Overcoming Objections to the Appointment
 - Too busy
 - Too poor
 - Not interested
 - I'll send you a check!



Find Common Ground

- It's been so long since I've seen you...
- While we've never had the opportunity to meet...
- I was stunned when the magnitude of the issue was explained to me...
- This is not about your gift...



Express Interest in the Donor

- Tell me about your practice
- Tell me about your family
- What changes have you seen in dentistry in your community?
- How involved are you in dental associations?



Build on Accomplishments

- We're so close to the issue that we see all the faults, but...
- We all have such bad memories of Dental School, but...
- I am so encouraged by the progress we are making at...
- I'd really love to be here for the next big transformation...



Don't Ask Until the Time is Right

- Let's continue our discussion at Annual Session
- I'd like to send you some additional information
- What questions can I answer before we meet again?
- Would it be okay if <name> and I visited with you next month?



Ask!

- Would you consider...
- Will you join me...
- Is a gift in the range of <x> something you would consider?



Take a Breath and Wait for a Response

- Why me?
- Why dental education?
- Why so much?
- Why now?



Respond to Objections

- I give all I can afford to my Dental School.
- I make gifts to so many dental-related projects; I cannot do more.
- Just ask Bill Gates!
- I paid my own way; why should I help others?
- I had such a bad experience in Dental School; I would not give a cent.



Don't Expect a Response on Your First Visit

- Find Ways to Continue the Discussion
- Raise Sights
- Refer to Benchmarks
- Remind the Donor of the Vision
- Treat the Donor as a Philanthropist...
not as a Dentist or Patient



Control the Next Step

- Can we set a date now to talk next month?
- How much time would you like before we talk again?
- May I call you in a week or so?



Remember

Generosity is
Rooted in *Character*,
Not *Wealth*



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