

**eliminating racism  
empowering women**  
**ywca**

***ON BOARD &  
FUNDRAISING  
FORWARD***

**Charting A Course To A Culture Of Philanthropy**  
A Change Often Development Series



Change Often®



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**YWCA HIGH POINT FUNDRAISING &  
STEWARDSHIP WORKSHOP SERIES**

# On Board & Fundraising Forward

## Training Objectives

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- ***Clarity***

- Develop a comprehensive understanding of roles and responsibilities in the fundraising process.

- ***Ability***

- Enhance your ability to clearly articulate the "why" behind fundraising requests, fostering a compelling narrative to inspire donors.

- ***Skills***

- Develop skills that increases participants' confidence when engaging donors and making "the ask".

- ***Accountability***

- Establish and commit to Key Performance Indicators (KPIs) to measure progress and success in fundraising engagement.

# On Board & Fundraising Forward

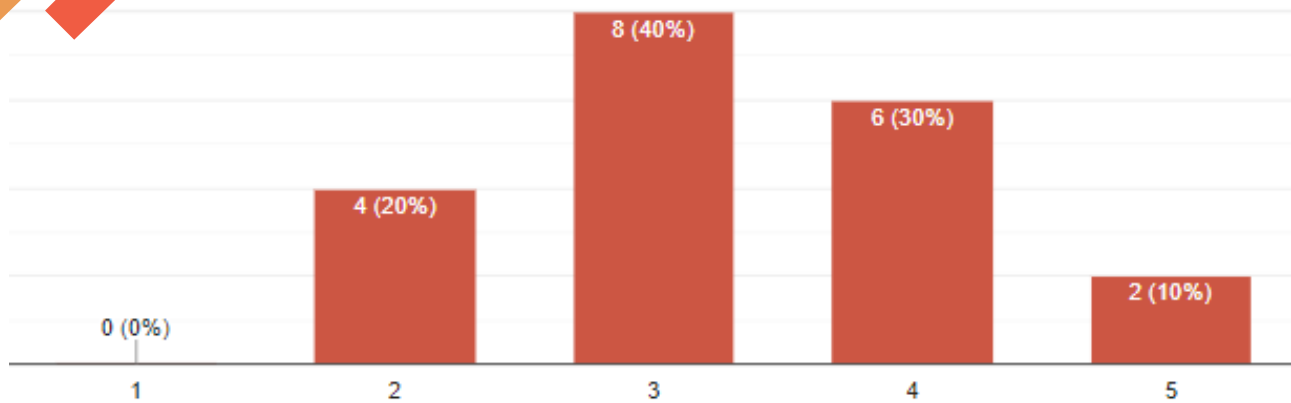
## Session Resources

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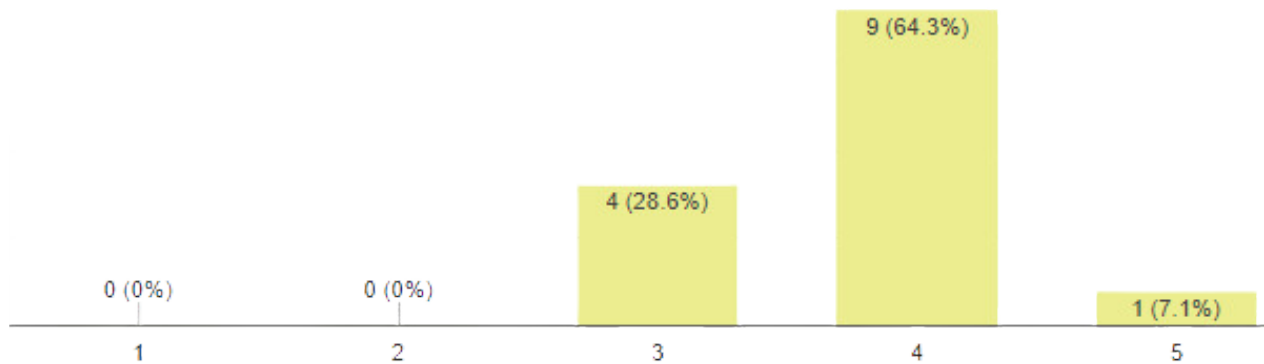
- YWCA High Point funding background slide deck that can be used for future fundraising development opportunities.
- Funding solicitation practice handout providing tips and best practices for:
  - making “the ask”
  - ways to follow up when faced with rejection
  - steps in building donor relationships by focusing on their *values and why*
- Workshop slide deck used during the sessions guiding board members through researched based best practices, fostering growth and development.
- Spreadsheet that keeps track of individual and group fundraising goals to measure continued progress and success.

# Q4. ON A SCALE OF 1 TO 5, HOW COMFORTABLE DO YOU FEEL INITIATING A CONVERSATION WITH A DONOR?

## Series Pre-Assessment Results



## Series Post-Assessment Results

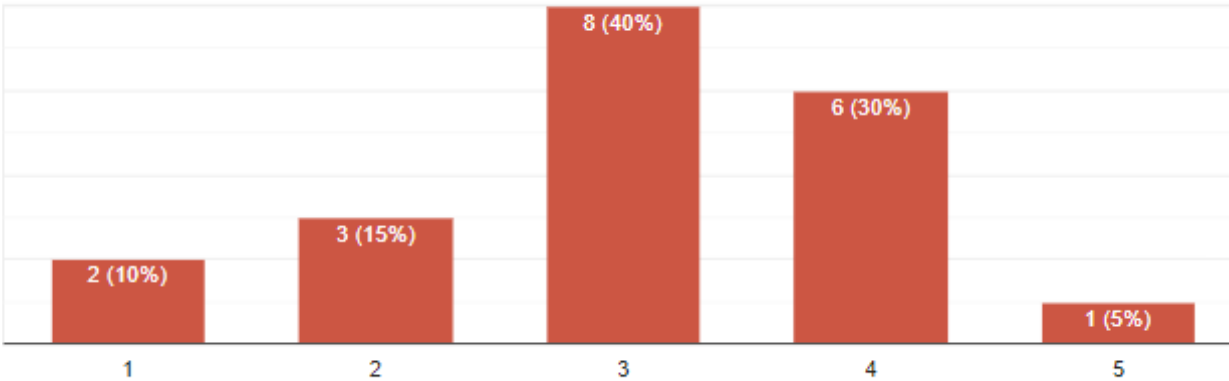


- Results show an overall increase in leadership's comfortability with initiating a conversation with potential donors.
- There was a 31% increase in the highest percentile. This indicates that members of YWCA-HP leadership felt more comfortable with initiating conversations with donors after attending the workshop sessions.

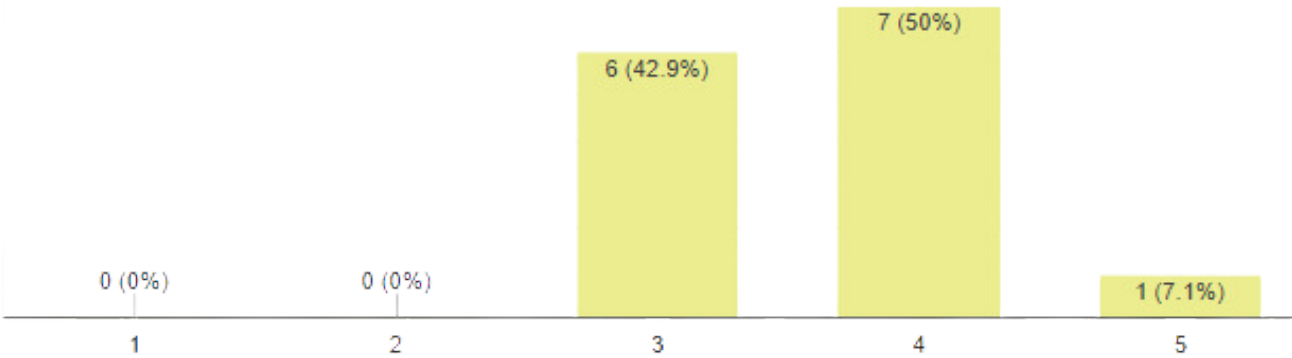
# Q7. ON A SCALE OF 1 TO 5, HOW COMFORTABLE DO YOU FEEL MAKING *THE ASK* FOR A DONATION?



## Series Pre-Assessment Results



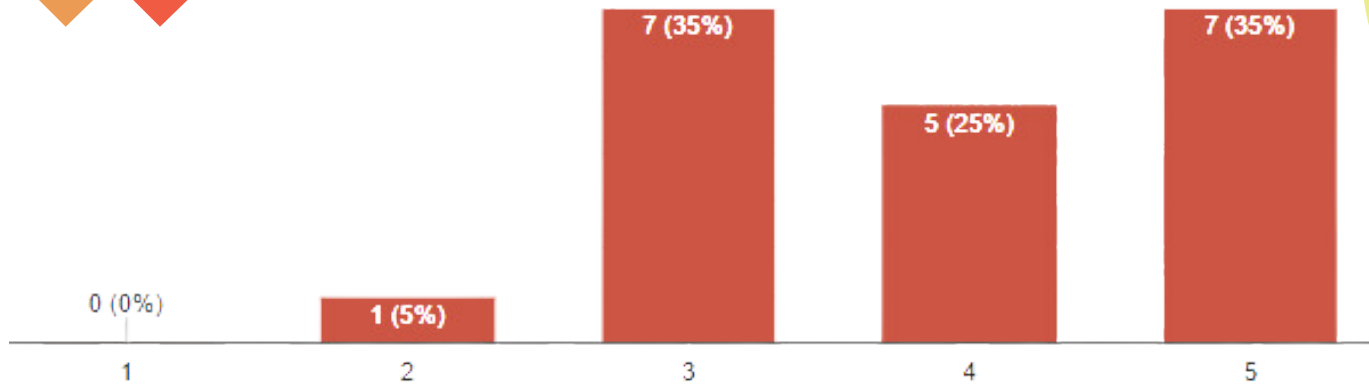
## Series Post-Assessment Results



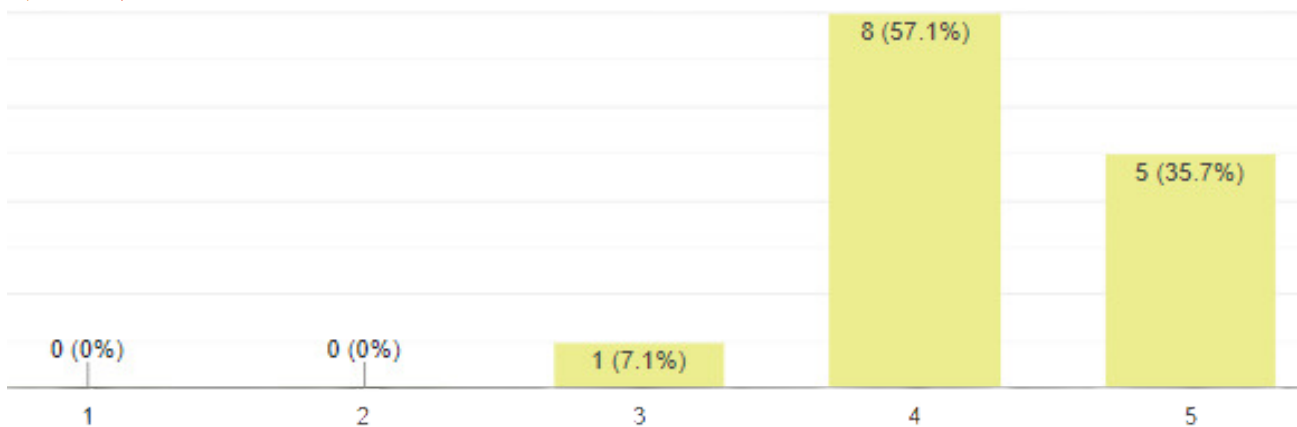
• Over the series, YWCA-HP leadership indicated that they felt more comfortable with making “*the ask*” for donations, as shown by a 25% increase in assessment results.

# Q1. ON A SCALE OF 1 TO 5, HOW COMFORTABLE DO YOU FEEL DISCUSSING YWCA-HP INITIATIVES?

## Series Pre-Assessment Results



## Series Post-Assessment Results

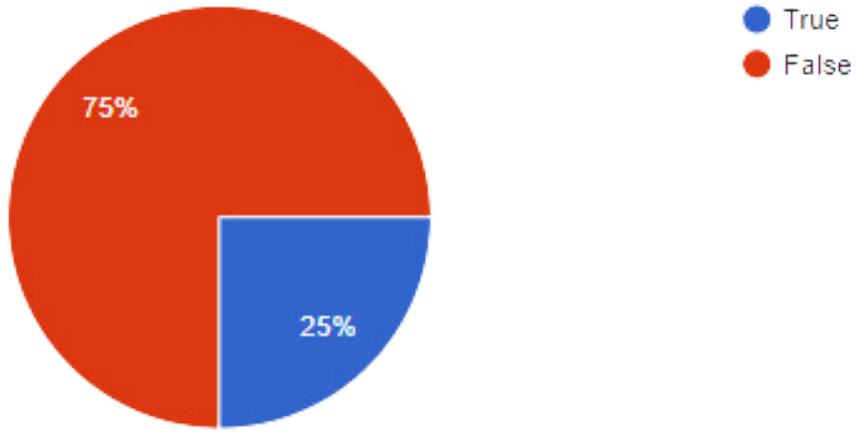


- Results show an overall increase in leadership's comfortability with discussing YWCA-HP initiatives.
- Mid-range to low comfortability scores decreased by over 20% throughout the series.

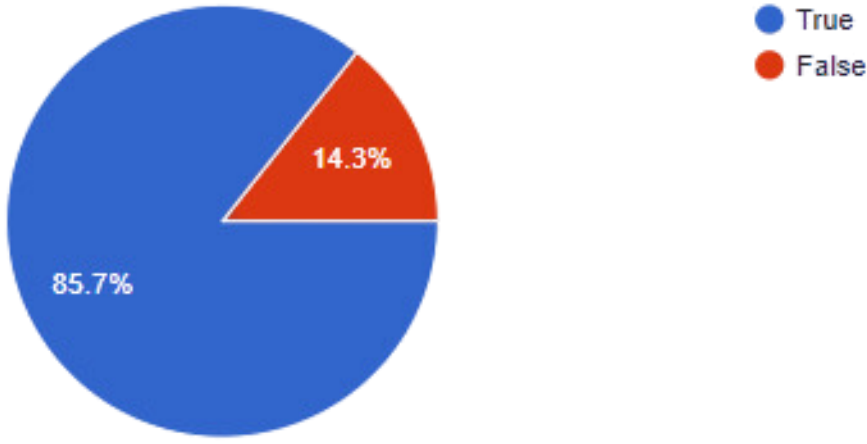
# Q8. I KNOW THE PROCEDURES TO FOLLOW AFTER MAKING THE ASK FOR A DONATION.



## Series Pre-Assessment Results



## Series Post-Assessment Results



• Over the series, YWCA-HP leadership indicated they are more familiar with the follow-up procedures after making “the ask” for donations, as shown by a 60.7% increase in assessment results.