


**THE 6
SUPERPOWERS
OF A SMALL
SHOP
FUNDRAISER**

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**CAPTAIN
IMPACT**

Faster than a looming deadline....

More powerful than six people with reasonable job descriptions....

Able to write inspiring direct mail letters, manage gala events, write grants that make you weep, build relationships with major donors, and balance the budget in a single day.....

Up in the sky, look? It's a bird! It's a plane! It's Captain Impact!

SMALL SHOPS CAN HAVE BIG SUPERPOWERS



Authenticity Familiarity
Big Bang
Personality Niche
Engagement

AUTHENTICITY



How to Own this Superpower?

- Carry two objects
(Bernard Ross)
- Connect to your donor's stories
- Embrace your passion

FAMILIARITY



How to Own this Superpower?

- Get personal
- Gratitude attack
- Member Matters – individual strategic plans *(Veritus Group)*

KNOW YOUR NICHE



How to Own this Superpower?

- Be the Conduit
- Mix quick fact with emotion
- Share what you know

ENGAGEMENT: CULTURE OF PHILANTHROPY

How to Own this Superpower?

- Be open with co-workers
- Community Conversations for Board
- Make a workplan



BIG BANG FOR THE BUCK



How to Own this Superpower?

- Answer these questions:
 - My first memory of money
 - The emotions I have when I hear the word money
 - What's my money baggage
 - How does my mission need me to feel about money and how can I get there.
- Be the expert on your org's finances.

PERSONALITY

How to Own this Superpower?

- Ask yourself:
 - What three adjectives describe our organization?
- Ask your donors.
- Translate that to a consistent look, tone, and feel for your org.





KRYPTONITE
And how to deal with it

SMALL SHOP KRYPTONITE

- Planning
- Passion blindness
- Consistency
- Time
- Data



HOW TO OWN YOUR CAPE

- Believe
- See Abundance
- Plan more
- Be you
- Be familiar
- Get comfy with money
- Engage everyone
- Help others with their cape
