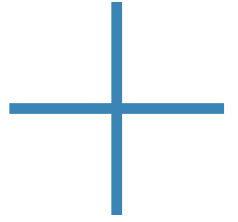


Three Fundamentals of Compelling Proposals

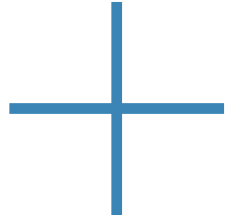
GG+A Webinar
May 16, 2018
Melinda Church
Ed Sevilla

Welcome and Objectives



- Discuss ways to improve proposal writing to make the sharpest, best claims for donor attention and action
- Share core principles and observations
- Engage in dialogue around your challenges and approaches

Poll Question #1



What is the dollar value of a proposal at which your institution dedicates a Communications writing resource? *(not just editing assistance)*

- a) less than \$250K
- b) \$250K - \$499K
- c) \$500K - \$999K
- d) \$1 million - \$2.49 million
- e) \$2.5 million - \$4.99 million
- f) \$5 million+

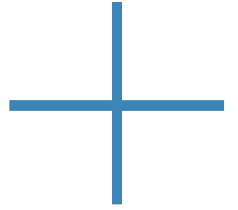
Poll Question #2



In the last year and a half, how many 8- and 9-figure proposals have you and your team assisted with?

- a) 0
- b) 1-3
- c) 4-6
- d) 7-9
- e) More than 10

Fundamental #1: Emotion

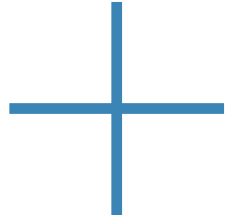


- Proposals v. cases: audience of one
- Donor-specific: What is right lever to pull?

Basic equation:

Emotional engagement + sustained attention = action

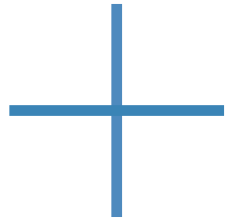
EXAMPLES: Emotional levers



Pride

Today, we stand at a rare, “crucible moment” – a position of enormous potential that comes from your bold imagination and guiding force. With respect and gratitude for all you have done to bring us to this moment, we ask you to consider an investment of \$XXX million to transform XXXXX.

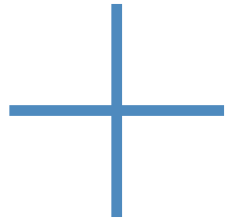
EXAMPLES: Emotional levers



Duty

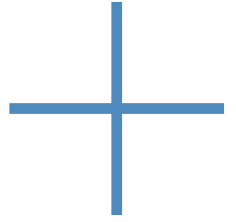
The cadence of the community beats on – in the families that are returning to the city’s center, the steady growth of new businesses, the redevelopment of our historic neighborhoods, and the broad and sustainable progress that nurtures meaningful and productive lives. This is the XXXX that our grandchildren’s children must inherit – the vital, caring community that has enabled all of us to thrive and prosper.

Poll Question #3



Who is your most helpful source of information to build the budget and business case for a major gift proposal?

- a) Faculty member / Physician / Scientist / Curator
- b) Academic leader (e.g. Dean, Center Director)
- c) Finance administrator
- d) Development leaders and gift officers
- e) Other



Fundamental #2

Rational Argument

- Understanding the audience context
- Questions you need to help the donor answer include:
 - Total budget, and time period
 - Uses of funds
 - Expected impact
 - Reasons for confidence in project leadership
- Transparency and process

Poll Question #4:

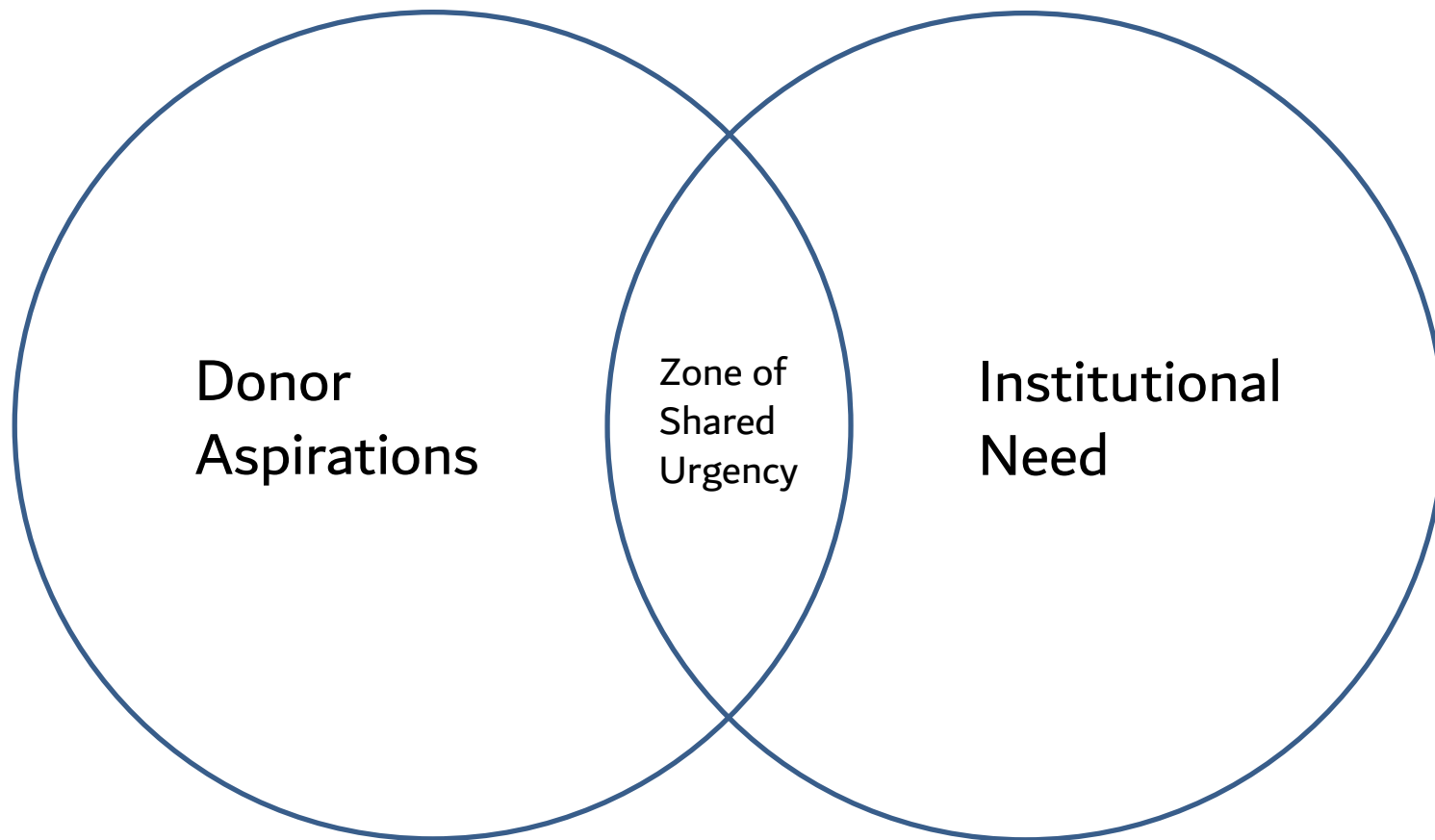
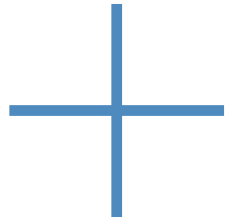


In your experience, which of these components of effective statements of urgency is most difficult to develop?

- a) Clear vision from institution leadership
- b) Clear problem statement - what challenge will the philanthropic investment address?
- c) Emotional donor need – for example, related to family, legacy
- d) Rational donor need – for example, related to business, or estate planning

Fundamental #3

Communicate urgency

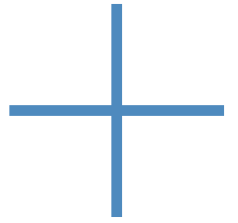


EXAMPLES: Communicating urgency+

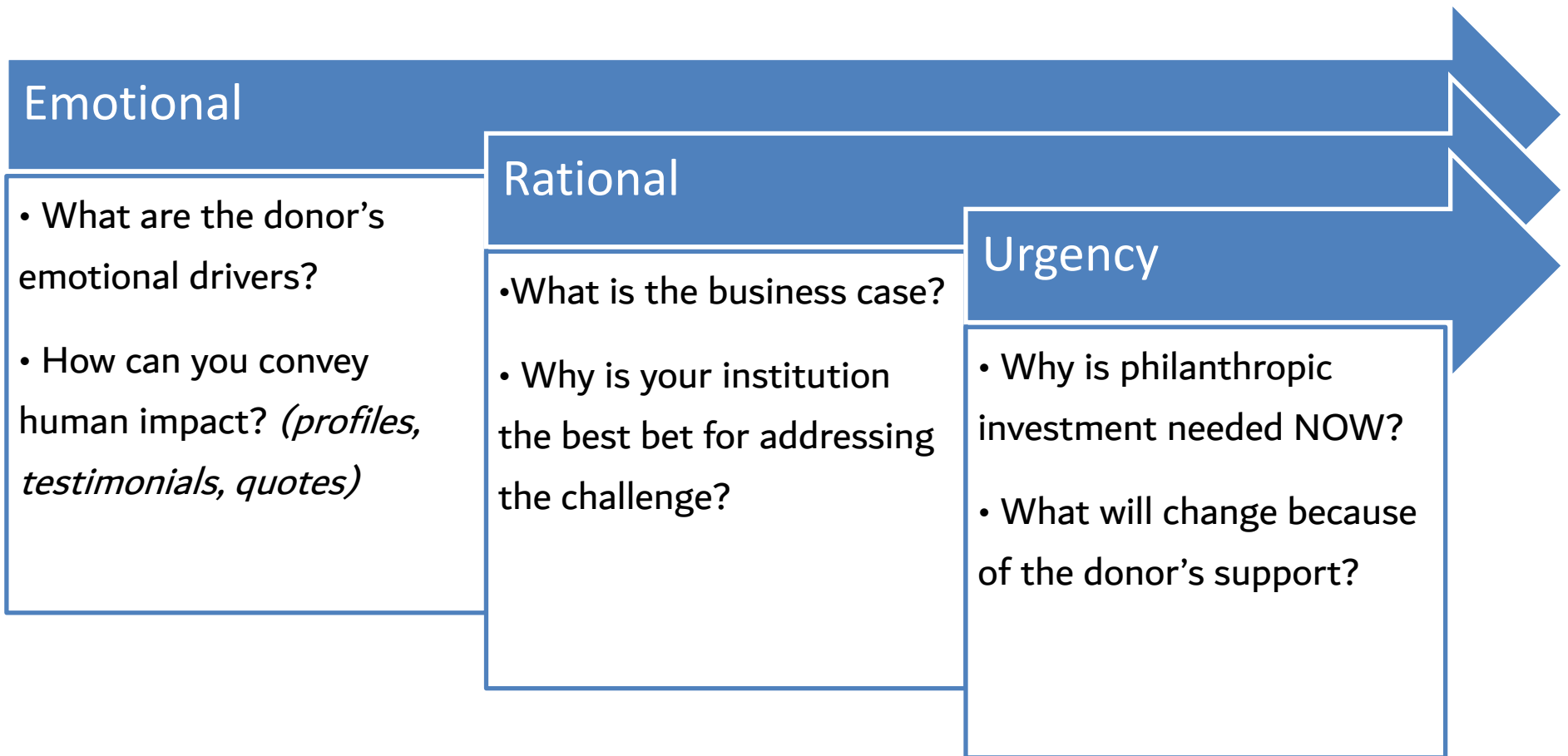
More than 350 children who walk through the doors at XXXX Children's will be diagnosed with cancer this year alone. For them, and for the tens of thousands of other children with cancer in the U.S. and around the world, precision medicine cannot come quickly enough.

EXAMPLES: Communicating urgency+

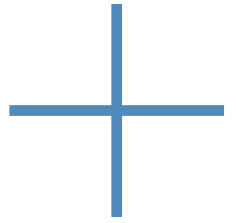
Such a gift will seed the historic campaign we are just beginning and inspire others to put their own philanthropic stakes in the ground. It will enable XXXX Center to build upon its world-class collections, engage visitors in bold, new ways, and deepen its educational impact on generations of XXXXXXXX.



Three Fundamentals: Checklist



Questions?



- Submit questions via chat function at the top of your screen
- Thank you!



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