



HERDING CATS

HOW TO GET YOUR BOARD ALIGNED
AROUND FUNDRAISING SO YOU GET OUT
OF THE "IDEAS" PHASE AND INTO
IMPLEMENTATION

with Cindy Wagman, President and CEO of The Good Partnership

herding cats

Land Acknowledgement

Our team at CanadaHelps is grateful to have the opportunity to meet and work on many Indigenous homelands across this land we share, Canada.

As settlers on these lands, it is important to acknowledge that our Vancouver offices are located on the unceded territory of the **Coast Salish People**, the Montreal offices are located on **Kanien'kehà:ka (Mohawk)** territory, and the land on which we operate in Toronto is the traditional territory of the **Wendat, the Anishinaabeg, Haudenosaunee, and the Mississaugas of the Credit First Nation**.

Vision:

We envision a society in which all Canadians are committed to giving and participating in the charitable sector, and in which all charities, regardless of size, have the capacity to increase their impact.

Mission:

To inform, inspire, and connect donors and charities, and to democratize access to effective technology and education in the charitable sector.

For charities, CanadaHelps builds effective and affordable fundraising technology, and provides free training and education so that all charities, regardless of size, have the capacity to increase their impact and succeed in the digital age.

For Canadians, www.canadahelps.org is a convenient, safe and trusted, one stop destination for donating to (once, monthly, or gifts of securities), fundraising for, or learning about any charity in Canada.

**Trusted Since
2000**

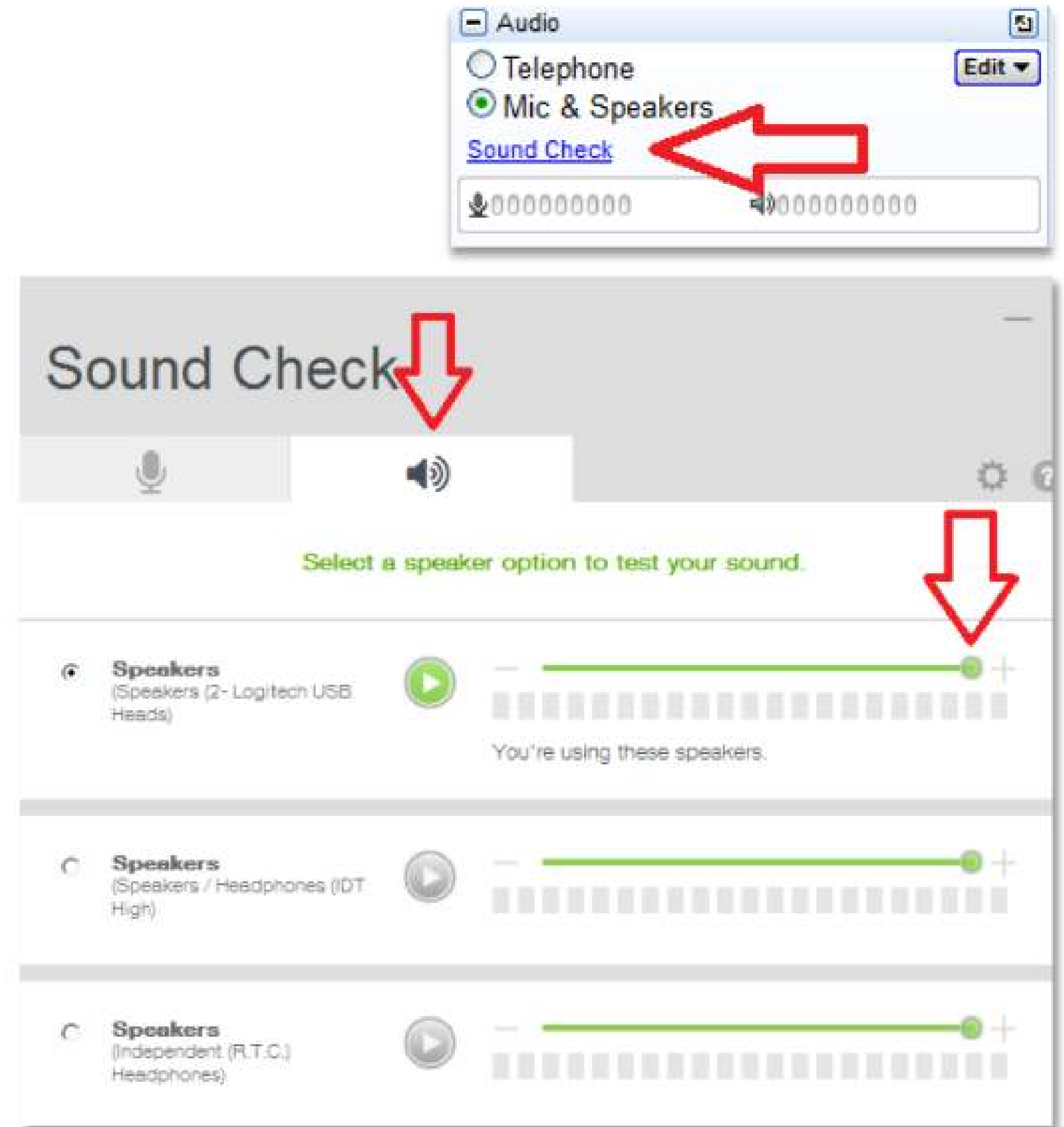
**\$1.6 Billion
Raised**

**2.6 Million
Donors**

**24,000 Charity
Partners**

Trouble hearing us?

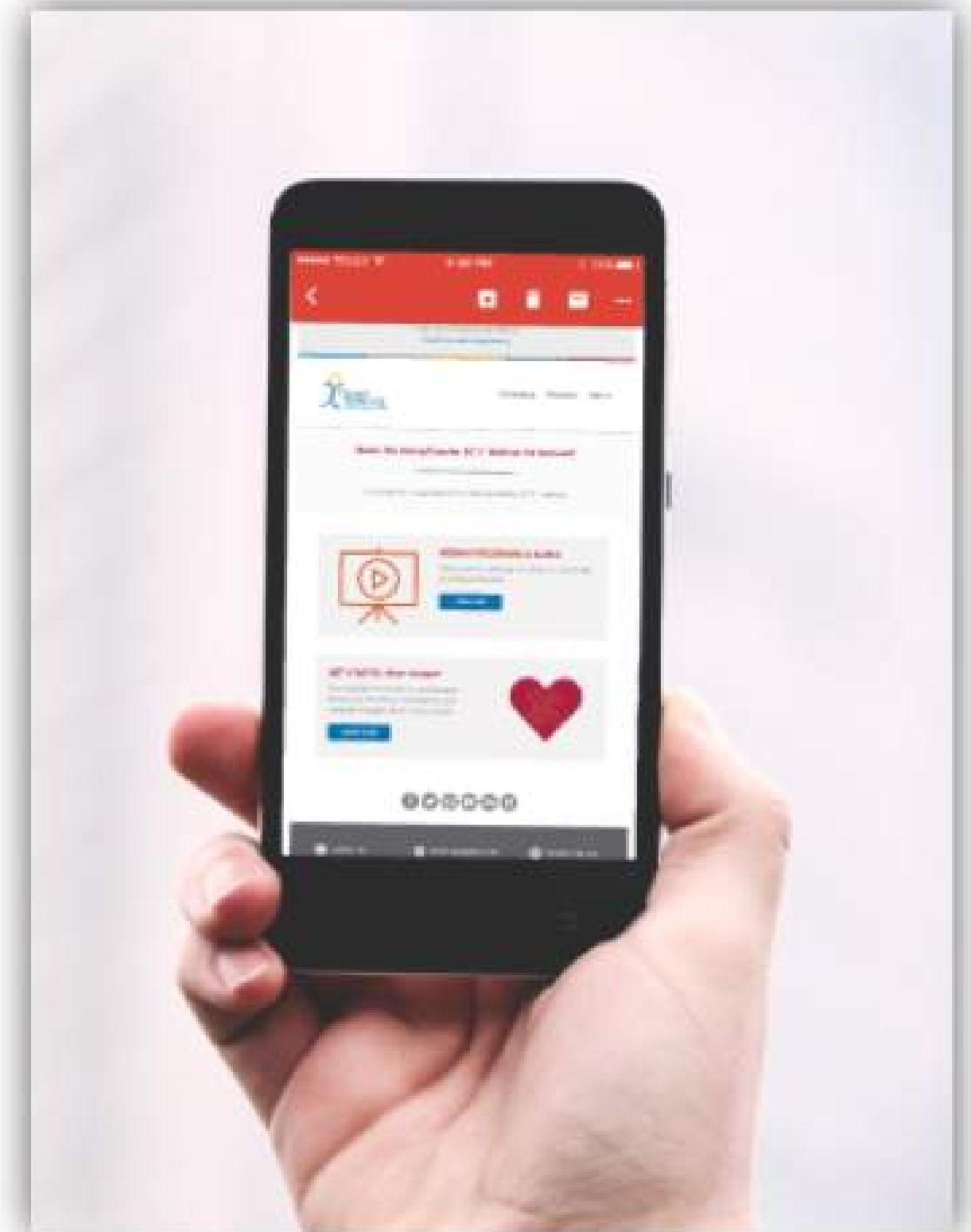
- Turn up your computer's volume.
- Click "Sound Check" under Audio in your GoToWebinar Panel.
- Select the speaker tab and then turn the volume on the speaker to the far right for maximum volume.



For the best webinar experience, close all other applications.

Yes!

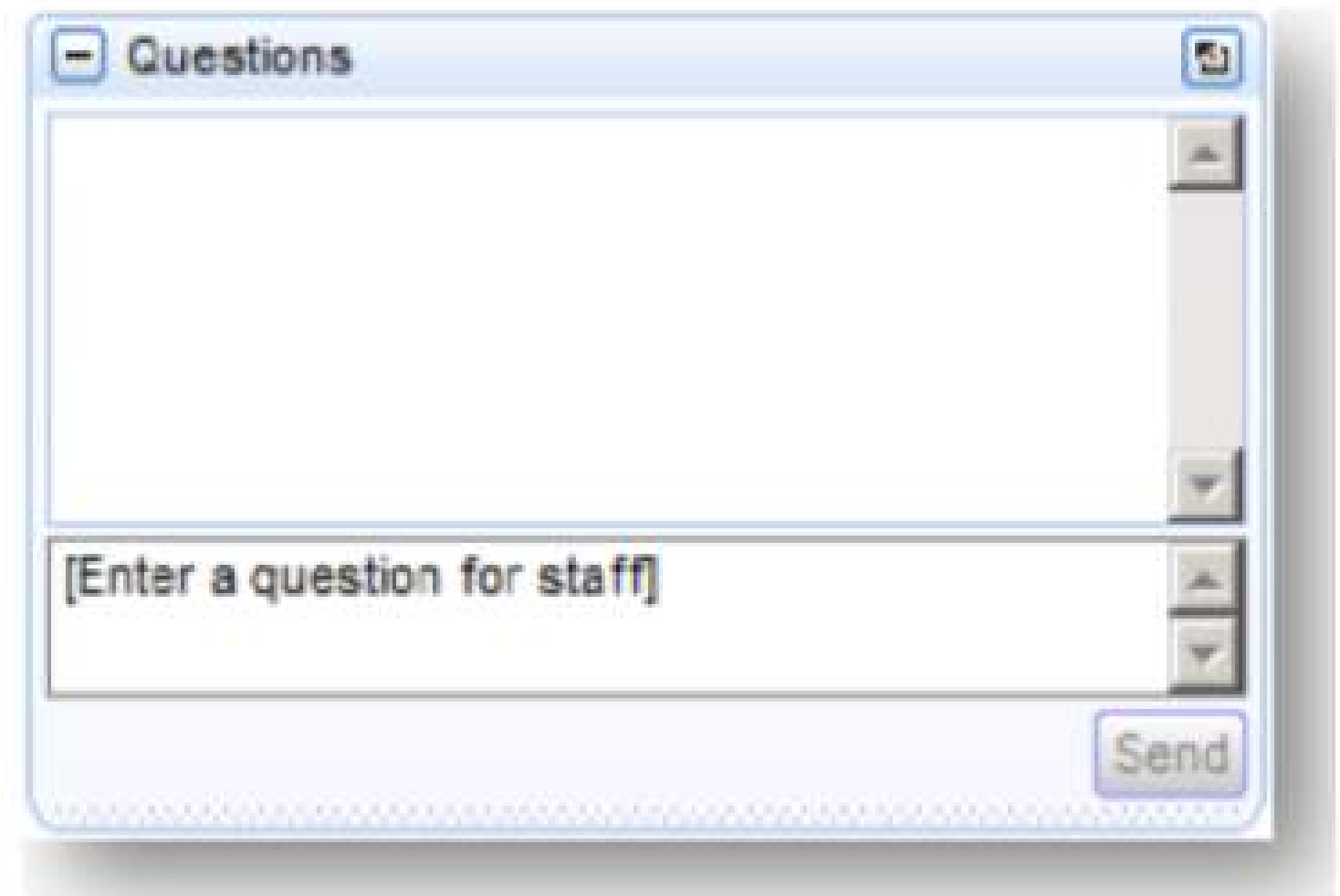
The links to the webinar slides and recording will be emailed to you within 24 hours. You'll be able to watch the recorded video on demand.



You can hear us, but we can't hear you.

Have questions?

Type them into the Questions Log at anytime.



The image shows a web browser window with a title bar that says "Questions". Inside the window, there is a large text area for entering a question. Below this, there is a smaller text input field with the placeholder text "[Enter a question for staff]". At the bottom right of the window, there is a "Send" button.



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I would like to acknowledge the sacred land where I live and work. This land has been the site of human activity for over 15,000 years. This land is the traditional territory, Tkaronto, “where the trees meet the water,” and it is the traditional land of many nations: the Wendat, the Haudenosaunee, and the Anishinaabe, including the Mississaugas of the Credit.

What to expect

- ✓ our sector's problem with boards and fundraising
- ✓ what's really going on?
- ✓ moving towards action



BOARDS. AMIRIGHT?





**AND IT GOES
ON AND ON...**



**ANYONE ELSE
WANT TO SHARE
IN THE CHAT?**

Why doesn't your board like fundraising?

- ✓ Fundraising feels like begging
- ✓ We should focus on corporations and foundations because they have money
- ✓ Just send a letter to an uber wealthy person (like Oprah)
- ✓ If we ask too much, we look greedy
- ✓ Now is just not a good time
- ✓ Fundraising is "icky"
- ✓ I don't know anyone who can give
- ✓ We just need to find a few wealthy people with deep pockets
- ✓ We need to update our brand first - no one has heard of us
- ✓ We need an elevator pitch



**THESE ARE ALL
STORIES WE HAVE**



**90 - 95% OF
OUR BRAINS
DECISIONS
ARE
UNCONSCIOUS**

Our days are governed by routines and habits and we're not even aware of it.



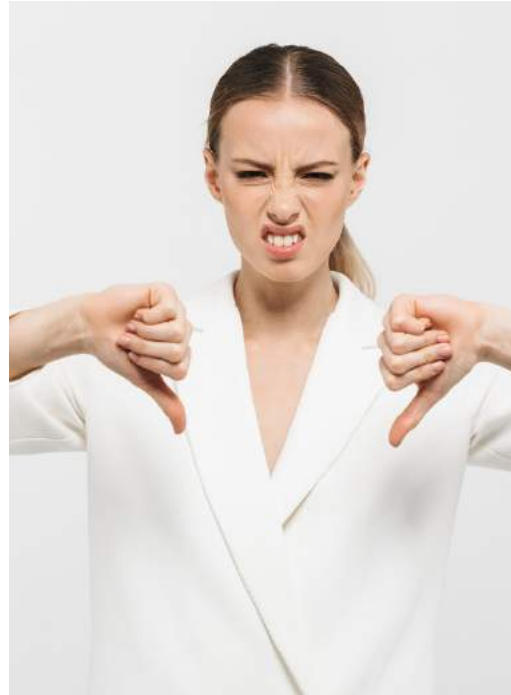
**NEURAL
PATHWAYS
ARE LIKE
DRIVING
ROUTES**



**IT'S A
SHORTCUT
WHEN YOU
STOP THINKING
ABOUT IT**



**THERE ARE
PATTERNS TO
THESE
SHORTCUTS**



Negativity Bias

Our brains over emphasize negative things and under emphasizes positive ones.



Confirmation Bias

Our brains seek information that supports our existing beliefs.

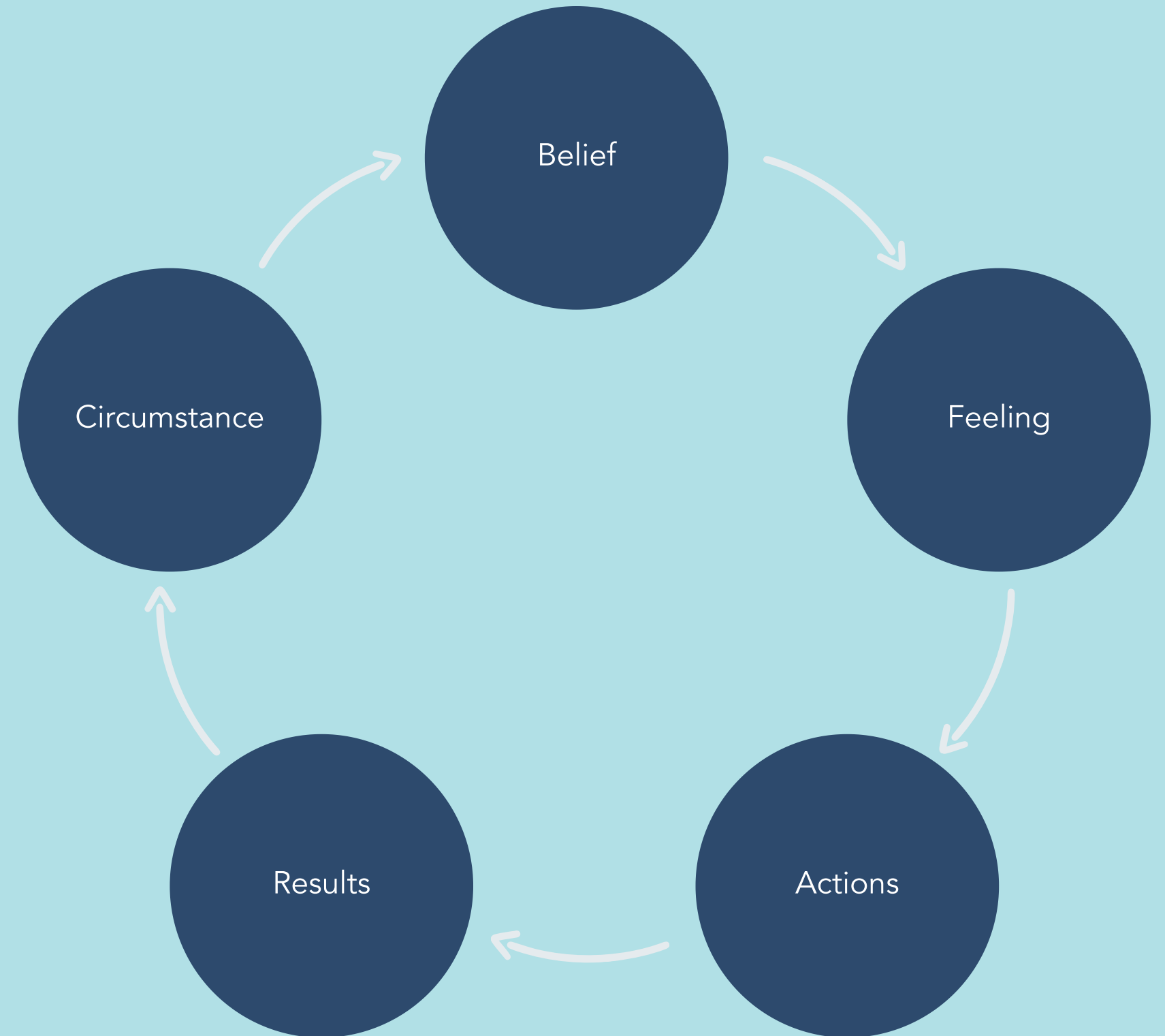


Status Quo Bias

Our brains would prefer things to stay the same. Even when the cost to change is small and the importance is high.

BELIEFS LEAD TO RESULTS

Beliefs are part of a chain reaction that our brain makes that has a direct link to the results that we get.



Why doesn't your board like fundraising?



Fundraising feels like begging



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Just send a letter to an uber wealthy person (like Oprah)



If we ask too much, we look greedy



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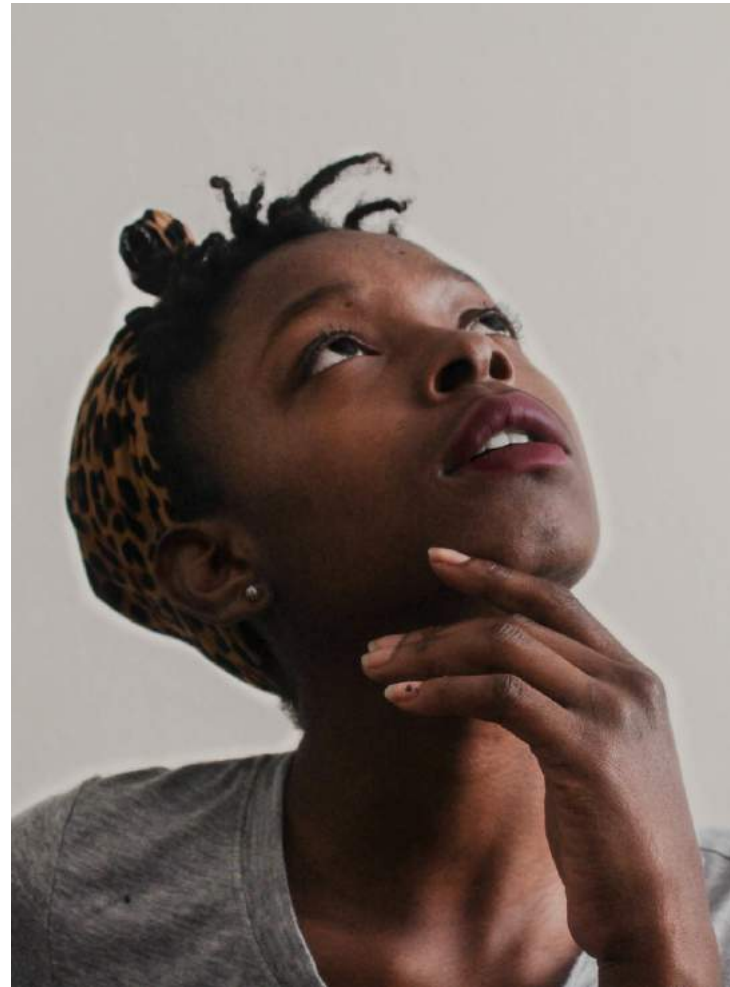
We need to update our brand first - no one has heard of us



We need an elevator pitch



**OVERRIDING THOSE
SHORTCUTS TAKES TIME
AND CONSISTENCY -
AKA HABITS**



IDENTIFY THE SHORTCUTS

3 TIPS TO REWIRING OUR BRAINS



REFUTE



RELEASE AND SET
INTENTIONS



VISUALIZE AND
PRACTICE

Write it down

- ✓ Pen to paper
- ✓ Brainstorm or use what you've already done
- ✓ Add if you catch things day-to-day

Refute it

- ✓ Rational reasons why you're wrong
- ✓ Imagine talking to a friend
- ✓ Be your own hype person

RELEASE AND SET INTENTIONS



Release

Catch yourself in the moment of circumstance and pause. Repeat release until you feel grounded.



Set intentions

Focus on how you want to handle the situation differently. Imagine new outcomes. Be the person you've been visualizing.



VISUALIZE AND PRACTICE

Practice builds competence, which creates confidence. Try these 2 habits:

- thank yous
- connecting with donors



Practice gratitude

Train your brain to find the positive.



charities@canadahelps.org



@CharityLifeCa



linkedin.com/company/canadahelps



facebook.com/CanadaHelpsForCharities

Be sure to subscribe to our charity emails for the latest news about our fundraising tools and tips!



Thank you!