



From Reluctant Fundraiser to Fundraising Superhero

How to Feel Good Fundraising



GUEST PRESENTER
Cindy Wagman
President and CEO,
The Good Partnership

Land Acknowledgment

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.

We want to express our respect for the territories we reside in and honour the diverse Indigenous People who have lived and worked on this land historically and presently. We, the staff and leadership at CanadaHelps, are committed to being active participants in reconciliation. We are committed to continuing to amplify Indigenous voices, and learning how our work affects Indigenous People.

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

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How to feel good fundraising

Presented by Cindy Wagman, MBA, CFRE
President and CEO, The Good Partnership



A top-down photograph of a person's hands typing on a silver laptop keyboard. The laptop is on a dark wooden desk. To the left of the laptop is a small white dish with a piece of food, and a glass of water is partially visible at the top. To the right is a black and silver pen. The person is wearing several rings and beaded bracelets. A semi-transparent teal rectangle is centered over the keyboard, containing the text "Stick with me!" in a bold, dark blue font. A thin teal vertical line is on the far left edge of the image.

Stick with me!

What we'll cover today:



The most common
(and they're very
common!)
fundraising
challenges that small
organizations face



How to find an
approach to
fundraising that feels
authentic to you,
your role, and your
beliefs



How you can use this
approach to take on
your fundraising
challenges and
become more
effective at raising
funds

Fundraising Challenges



No time to fundraise!



I've tried, but it's never successful!

**Fundraising is the LAST thing I want to
be doing.**

**Fundraising just won't
work for our small
organization.**



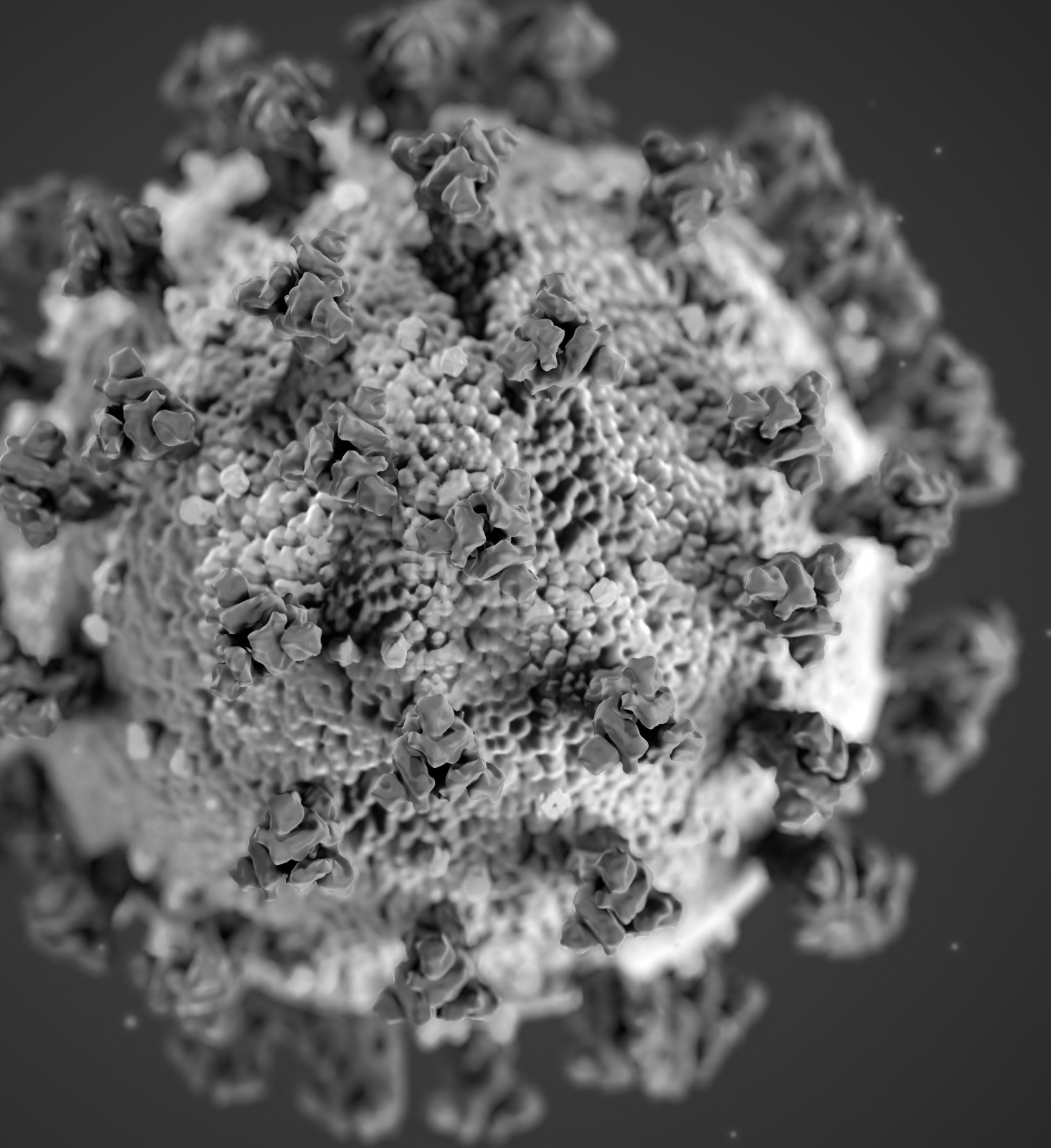
A woman with curly hair and glasses is sitting on a light-colored sofa, working on a laptop. She is wearing a light-colored long-sleeved shirt and light-colored pants. The background shows a modern living room with large windows and a balcony railing. The image has a teal overlay.

**Fundraising education is geared to
large organizations.**



Can't find the motivation.





COVID 19



**What are your barriers to fundraising?
What other excuses do you hear?**

A woman with long dark hair, wearing a striped long-sleeved shirt, is sitting on a dark couch. She is holding a laptop on her lap and looking off to the side with a thoughtful or slightly concerned expression. The background is a bright, out-of-focus interior space with large windows. The entire image has a light blue overlay.

Reluctant fundraiser



fight

flight

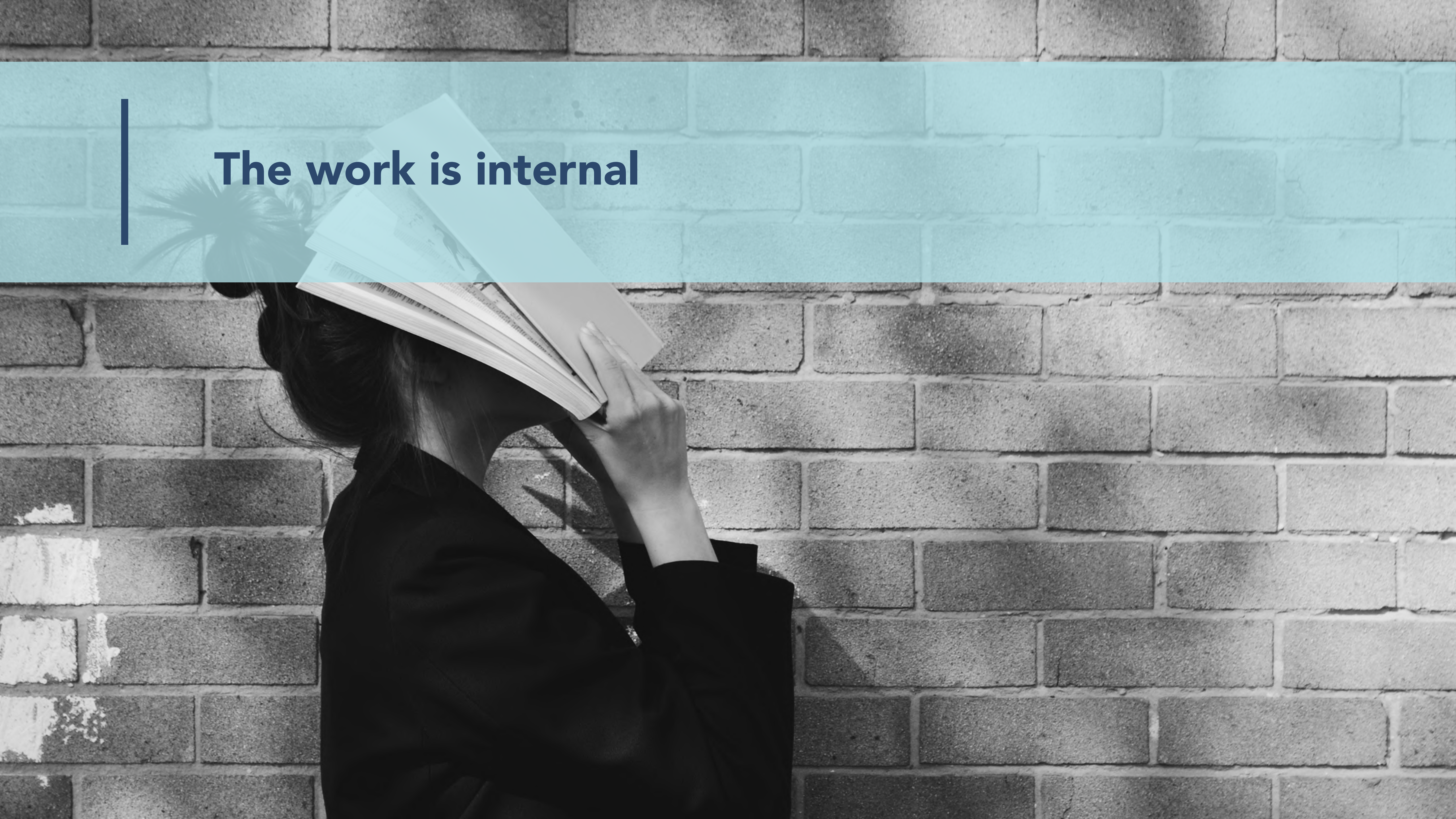




freeze

Finding a New Approach

The work is internal





Our brains are making short-cuts.



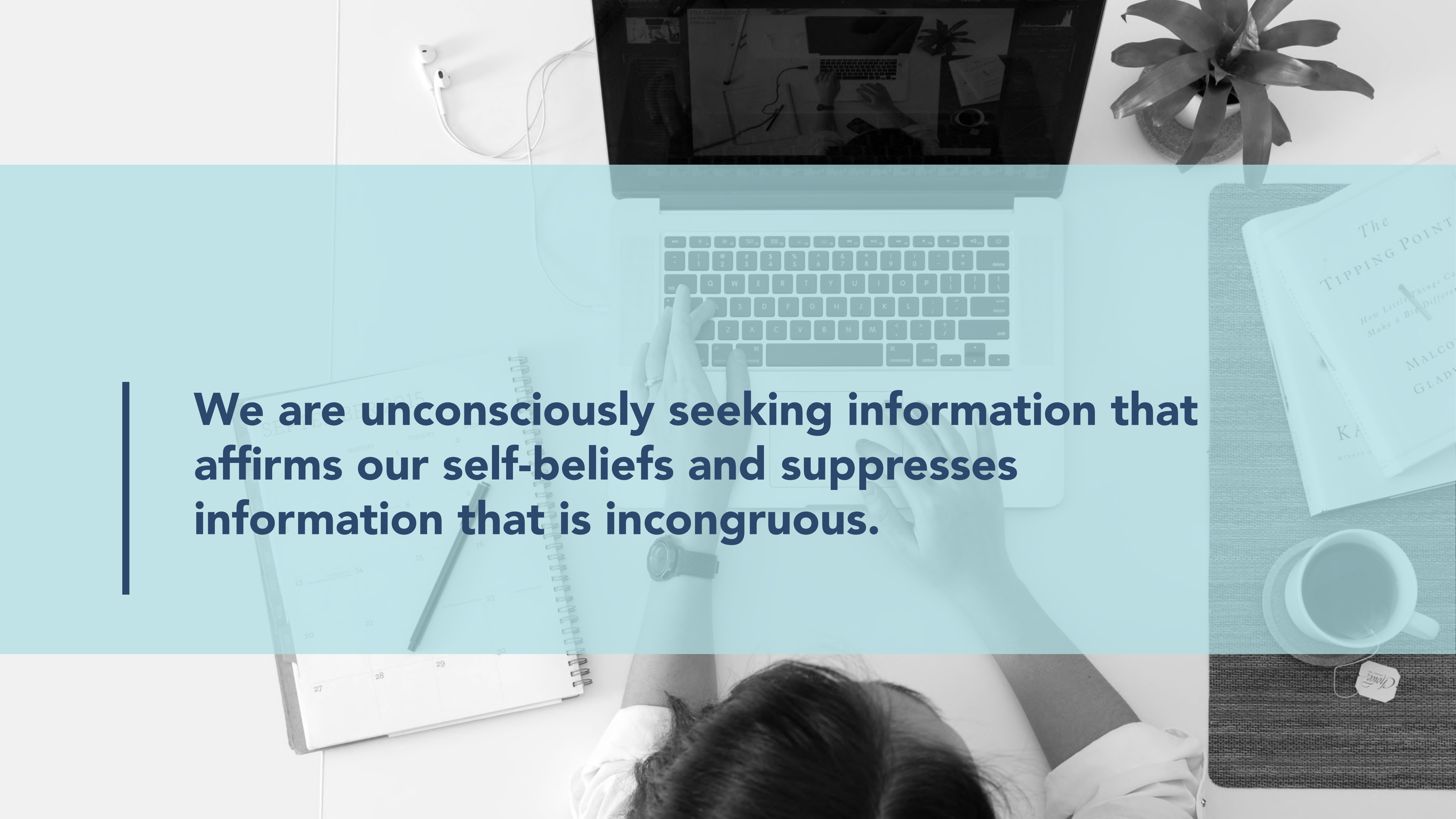
It takes consistency to create new short-cuts.



**What does this have to do
with fundraising?**

A hand is held up in a 'stop' gesture, palm facing forward. The background is a blurred image of a person's face, suggesting a self-portrait or a reflection. The overall image has a light blue tint.

We are hard-wired to avoid things we don't like.

A top-down view of a person's workspace. The person is seated at a desk, their hands on a laptop keyboard. To the left of the laptop is a spiral-bound calendar for September 2015, showing dates from 1 to 30. A pen lies on the calendar. To the right of the laptop is a small potted plant and a cup of tea on a saucer. A book titled 'The TIPPING POINT' by Malcolm Gladwell is also visible. The entire scene is overlaid with a semi-transparent blue rectangle containing the text.

We are unconsciously seeking information that affirms our self-beliefs and suppresses information that is incongruous.



We over emphasize the negative.

A black and white photograph of a person's hand typing on a laptop keyboard. The hand is positioned over the keyboard, with fingers pressing keys. A wristwatch with a white face and black strap is visible on the person's forearm. The watch face has multiple sub-dials and a date window. A semi-transparent light blue rectangular box is overlaid on the image, containing the text "We don't have time to cover them all!".

**We don't have time to cover
them all!**



4 reluctant fundraiser archetypes



**I've created an alter-ego to help you and
those around you feel good about
fundraising.**

Ready?





The Perfectionist



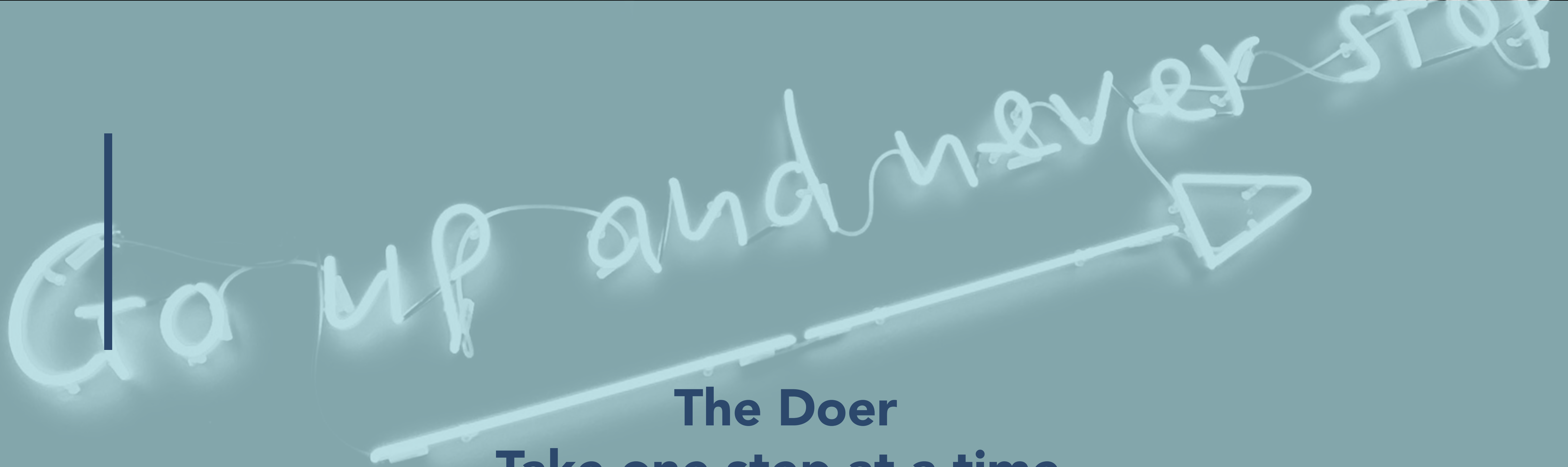
"I just need the right plan"

"Can you stick with being bad at something long enough to get good at it?"



A black and white photograph of a person's hands pouring liquid from a measuring cup into a mug. The person is wearing a ring on their finger. The image is overlaid with a semi-transparent teal banner.

We learn by doing.



The Doer
Take one step at a time.

A photograph of a desk setup. In the foreground, there is a white ceramic mug with the words "GO GET IT" in a stylized, cursive font. To the right of the mug is a black pen with a silver clip, resting on a white, spiral-bound notebook. The background is slightly blurred, showing a green plant with large leaves. A semi-transparent teal banner is overlaid across the middle of the image, containing the text "Break things down into small steps" in a dark blue, sans-serif font. A vertical teal line is positioned to the left of the text.

Break things down into small steps

The Wounded





The fear of rejection is too big to overcome.



Fundraising isn't personal.



The Visionary



Forget money. Build a shared vision.

We think in dichotomies.



money = bad

A person is writing in a spiral-bound notebook with a silver pen. A laptop is open to the left of the notebook. The scene is overlaid with a semi-transparent blue filter. A dark blue rectangular box is positioned on the left side of the image, containing white text.

**Does fundraising feel like
you're "selling out"?**

**Fundraising
doesn't mean
compromising your
values.**





The Connector

**Include opportunities
for those who can give
less.**





**Connect with a donor who gave a
lower amount.**



The Acrobat

Burnout is status-quo.





Fundraising doesn't get done because it feels impossible, compared to all the other urgent things.



The Harmonizer





**Focus on the things they can do which
have the greatest impact.**

Develop habits to be more productive.

**DO
MORE.**



One hour a week of focused work.

Your Authentic Approach

A black and white photograph of a woman with bangs, smiling and looking off-camera to her right. She is wearing a light-colored, short-sleeved button-down shirt. She is sitting at a wooden desk. To her right is a large potted plant. In the background, there is a doorway with an 'EXIT' sign above it and a window with a decorative glass pattern. A teal semi-transparent rectangle is overlaid on the left side of the image, containing the text 'Authenticity wins.' in a dark blue, sans-serif font.

Authenticity wins.



Don't be your own worst enemy.

**Your alter-ego is your powerful
version of your authentic self.**



**We've come together to help your
small nonprofit learn to fundraise.**

**Apply for a Flipside Fundraising
Scholarship.**

flipside.thegoodpartnership.com/canadahelps



**the good
partnership**





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