

Asking for a Cause We Believe In – What Are We Afraid Of?



This 10 Minute Board Exercise was adapted from *Train Your Board (and Everyone Else)* to *Raise Money* by Andrea Kihlstedt and Andy Robinson. Used with permission.

PURPOSE

No matter how many times people ask for money, they're likely to experience that queasy feeling in the pit of their stomachs - the unwelcome sensation that they're somehow putting themselves at risk. This simple exercise helps participants address their fears by giving voice to those fears, and shows that others experience those same fears.

INSTRUCTIONS

Distribute a copy of this handout to each board member. Take 10 minutes and ask the board to thoughtfully answer the questions.

Introduce the exercise by stating that everyone who asks for donations feels some anxiety. While this discomfort will ease with practice, it's nevertheless a central part of the experience. The goal is to identify and help alleviate the sources of this discomfort.

FOLLOW-UP

Conduct a follow-up discussion and ask for suggestions about how to move forward through the fear and make an ask despite the natural anxiety accompanying the process.

Once you have identified the fears and barriers, what collective action can you take as a board to address them?

What Are We Afraid Of?



Instructions: This is a self-reflective exercise and does not need to be examined by the group. Take 10 minutes to examine your fundraising fears and investigate ways to overcome them.

Step 1: What makes you nervous or anxious about fundraising?

Take a moment to consider what gives you pause regarding your involvement in fundraising. Check all that apply. You may also select some that are not on this list.

<input type="checkbox"/> Fear of rejection	<input type="checkbox"/> They won't want to talk to me	Other: <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____
<input type="checkbox"/> Not knowing enough <i>("I might be asked a question I can't answer")</i>	<input type="checkbox"/> They won't take my calls	
<input type="checkbox"/> Not knowing the right way to do it	<input type="checkbox"/> Don't want to bring money into the relationships with my contacts	
<input type="checkbox"/> Not knowing exactly what to say	<input type="checkbox"/> Might impose on people who are unable or unwilling to give	
<input type="checkbox"/> Not knowing if I'll be successful		

Step 2: Overcoming our fears.

From your selections above, select the three that you consider to be your largest barriers to getting involved with fundraising efforts. Assign one in each box and list what steps you might take or what resources you might need to overcome that barrier.

Barrier #1:

Steps you might take or resources needed to overcome this barrier:

Barrier #2:

Steps you might take or resources needed to overcome this barrier:

Barrier #3:

Steps you might take or resources needed to overcome this barrier: