

## **Building Donor Relationships: It's a Process, Not an Event**

Getting to know your donors and building relationships with your loyal supporters is the key to raising major planned gifts. Many fundraisers have limited time to spend making personal calls, so they must be as effective as possible when those face-to-face opportunities occur. This practical presentation will discuss communication skills, present trust building techniques, describe a behavioral psychology model for examining yourself and what your donors' personal needs might be and introduces a proven system for making more productive personal calls to close more gifts sooner.

Indicate 3 learning objectives for this presentation:

1. Attendees will learn a behavioral model that will enhance their communication skills and connect better with their donors.
2. They will learn about proactive and reactive communication and the filters associated with them.
3. They will learn a call system that will increase their personal calling effectiveness.