



Board Training: Bragging not Begging

This training will first address the differences between fundraising and begging and second provide you with tools to tell your story about what is important to you.

1. So, what is the difference between fundraising and begging?
 - a) When you're begging, you have no relationship with the prospect. You develop no right to ask. You put yourself out there passively hoping for a response.
 - Think of the classic beggar on the street with a box and hand-lettered cardboard sign, "I'm homeless, please help".
 - b) In contrast, fundraising is about building relationships with donors. You develop trust and the right to keep asking.
 - Over time, you ask for funds knowing your donors will give.

2. Bragging not Begging
 - a) What or who are you most proud of? _____
 - b) In two minutes, share who or what makes you proud and why.

3. How can we integrate bragging into fundraising for a new museum?
 - a) Share why you are involved with the Museum.
 - b) Share the vision or the dream about a new museum.
 - c) Share the importance of the museum in the community.

4. From that point you have opened to the door to a two-way conversation whereby, you have developed excitement in the project and you have gained a new supporter.