

the
FUNDRAISER
who WANTED
MORE



The

laws

**of persuasion that
transform your results**

Rob Woods

Foreword by Ken Burnett

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**The five laws of persuasion
that transform your results**

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The Fundraiser Who Wanted More
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This book is dedicated to Wilf and May,
the best influencers I know

About the Author



Award-winning trainer Rob Woods has worked in fundraising since January 2000. Originally a fundraiser for the NSPCC, since becoming an independent trainer and coach in 2007 he has helped more than five thousand fundraisers and directors, chief executives and trustees.

Rob has helped organisations of every size, from small charities with little dedicated fundraising resource, to some of the world's leading charitable organisations. His clients include Cambridge University, CRUK, Oxfam, Macmillan Cancer Care, and The British Heart Foundation. He is a tutor for the Institute of Fundraising Academy.

Disclaimer

The fundraiser who wanted more is a work of fiction. Names, characters, businesses, places, events and incidents are either the products of the author's imagination or used in a fictitious manner. Any resemblance to actual persons, living or dead, or actual events is purely coincidental

What others have said about this book

'I've always found Rob's courses immensely helpful for my fundraising teams, and this book is full of the shrewd insight that you get from those sessions. If you want your team to be more confident, proactive and persuasive, let them read this book.'

ANDY HARRIS, DIRECTOR OF FUNDRAISING AND COMMUNICATIONS, *BREAST CANCER CARE*

'I lead a team of fundraisers, so I know the many things that can make our job difficult. This book is refreshingly different because not only is it highly readable, it also provides clear steps for how you can become more successful when talking to your donors. If you want to secure more gifts for your charity, read this book.'

CHARLOTTE WHITE, HEAD OF INDIVIDUAL GIVING, *NATIONAL TRUST*

'The strategies I learned on Rob's training programme helped my team and I raise new gifts worth more than £200,000. This book brings many of those techniques to life. As always with Rob, he not only helps you to set out the steps needed to make lots of money for your charity, but also helps you understand how you can implement those steps on a daily basis.'

PAUL MCKENZIE, HEAD OF MAJOR GIVING AND PARTNERSHIPS, *BATTERSEA DOGS AND CATS HOME*

"Having Rob in the room for a day of training can transform the way you feel about your role and how you are able to make your charity's needs come to life to donors. But you can't have Rob with you face to face every day. This book is the next best thing. It's filled with the wisdom, humanity and hope that Rob offers at his events. I challenge anyone not to be a better fundraiser if they read this and follow even just one of the key tips."

MARK BISHOP, DIRECTOR OF FUNDRAISING, *PROSTATE CANCER UK*

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When less really is more

Foreword from Ken Burnett

Simple, we are often reminded, doesn't equal easy. And that which is written with ease is usually read with difficulty. Yet despite the obvious attractiveness of simplicity most people prefer to dress up the points they want to make, to obscure their meaning with organisation-speak, to wrap their ideas in jargon and acronyms in the hope that they'll seem more important and learned. Writers of reports and fundraisers seem particularly prone to this affliction. Yet more seldom means better in business writing.

Which is why I'm happy to be commending this book. Effective communication is the core of great fundraising, so mastery of it is essential for serious fundraisers. The five big ideas that Rob Woods wants us to understand and act on in this short, easily accessible text are the more so because he's kept his messages simple, uncluttered and sharply focused. In doing so he's given us a guide that's usable as well as useful, easy to read and digest in one or two sittings. In short, it's delightful.

Don't be fooled by Rob's simple style, for it demands real mastery of the subjects and fluency of expression too if it's to pave the way for these career-changing insights. This simplicity helps us to quickly appreciate that these big ideas are based on deep understanding matched by easy familiarity and a confidence borne of practice and direct experience.

It's a short book too. George Bernard Shaw famously apologised to his readers for writing a long letter, explaining that he didn't have time (and perhaps energy or interest) to write a shorter one. He knew what he was talking about. Saying something important in few words is a skill that few master, though most readers relish it.

So its brevity and ease of understanding should all recommend this slender tome to you. But important and appreciated though these attributes are, the real value in these words and pages, I'm sure, is their content. What Rob Woods says here is profoundly right and very helpful for the determined, ambitious fundraiser. I hope you will enjoy this book and profit from it too.

Ken Burnett
March 2015

Introduction

I have written this book for anyone who has ever found fundraising difficult and wished there was an easier way.

When I first became a professional fundraiser I found it more challenging than I had expected. I should not have been surprised – most disciplines worth pursuing involve more skill and diligent practice than are obvious from the outside. When I was struggling I tried various things, but the one that helped me most was to look for people who were consistently getting great results and ask them how they did it.

Admittedly not all of the high achievers I interviewed were able to explain their techniques. But from most of these conversations I took away useful insights and distinctions that would have taken me years of trial and error to work out for myself.

By modelling these proven techniques I started to make progress in my own job. Since then I have met dozens of high-achieving fundraising professionals and found out precisely how they get their results. I've used these patterns to design practical tools to help any fundraiser, from any type or size of charity, to raise more money.

Over the years I have had the privilege of delivering training programmes for some of the most successful charities, arts organisations and universities in the world, including Save the Children and UNICEF, The Dragon School and Tate, Oxford and Cambridge Universities.

Last week I was excited to hear from a client who had just closed the deal on a long term corporate partnership worth more than £5 million for his charity. Influencing the company to raise its sights and develop a truly ground-breaking partnership, he applied all five of the principles that I explore in this book. Two weeks ago I heard from another client that these same influencing techniques worked so well in a pitch that the company phoned her two hours after her presentation. They were so keen to choose her charity that they cancelled the next stage of their process, the staff vote. The partnership is worth £250,000.

I'm not saying this to impress you. I'm saying it to impress upon you that when you find out what very successful people do and you find ways to do the same things, you can achieve extraordinary results. If you have ever wanted to raise more and to give more, to enjoy your job more and to become more, I want you to know that all these things are possible. And I hope you find this book a valuable tool for the journey.

Rob Woods

CHAPTER 1

The **FIRST** law



Please do fill out your evaluation forms before you leave – feel free to tick excellent as much as you like ... and have a good lunch.’ And with that the tall, sharp-suited man finished his presentation, flashed his winning smile and strolled off the stage. He looked extremely pleased.

Sitting on the end of a row near the back, Claire grabbed a form from the chair next to her. She ticked boxes at speed and made for the door. After a dispiriting morning at the UK Conference for Fundraising, she was determined to avoid having to wait hours to get lunch.

In the vast lunch room and exhibition centre she joined the shortest queue she could find. The place was already busy and around her the other delegates were chatting, but Claire wasn’t in the mood for small talk with people she’d never meet again.

The heavy feeling in her chest had not gone away. If anything, during the last presentation, she’d become more despondent than ever.

Behind one of the recruitment stands she found a free table and sat down with her fish and salad.

‘May I join you?’

Claire looked up and nodded at the middle-aged man. The place was so busy that she’d known she’d have to share her table with someone, but still, she craved a few minutes’ peace. She hoped he wouldn’t be in the mood to chat either.

‘My name’s Mark.’

‘Hi Mark. Claire,’ she said, shaking the hand he’d offered.

‘How was your morning?’ he asked.

‘Pretty rubbish,’ she said flatly. She’d surprised herself with her bluntness.

But then, something about the smugness of the speaker in the final session, Hugo Someone-or-Other, had been the last straw. Working for some famous international children’s charity – not exactly Mission Impossible – he’d told them how much money he’d raised no less than four times. And he’d told them about the system called the *seven steps*

'I guess I just want more', said Claire, 'in the sense of getting better at what I do, and being able to make a bigger difference.'

This is a story about a charity fundraiser who learns five valuable secrets. The story helps you understand precisely how to model these strategies, so that you take more action, feel more confident and raise a lot more money.

'If you care about your cause, your charity and your ability to make a difference then do yourself one massive favour: read Rob's book.'

MARK BISHOP, DIRECTOR OF FUNDRAISING, *PROSTATE CANCER UK*

'Raising a lot of money for your charity is not easy, but there are always things you can do to make it easier. Reading this excellent, inspiring book will definitely help. It is full of simple techniques that will increase your ability to secure those very valuable gifts and partnerships.'

VICTORIA STEPHENSON, HEAD OF MAJOR DONORS, *UNICEF UK*

'Rob's courses always boost your confidence because he helps you believe you can apply the strategies he shows you. I loved this fantastic book for the same reason – not only does he show you what to do, he helps you want to get on with it.'

GEMMA PETERS, DIRECTOR OF DEVELOPMENT, *KINGS COLLEGE LONDON*

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