



Seasonal Partner Partnership Recruitment Campaign

<DATE>

The Phoenix Philanthropy Group



Training Agenda

- Introduction of leadership
- Introduce campaign and tools
- Answer questions





Welcome from the Chair

Team Names

Team Captains



Why a Recruitment Campaign?

- Intensified recruitment effort
- Reaching non-conventional partners
- Infuse money into SVPAZ to spread its influence
 - Raise at least \$66,000 for SVPAZ
 - › Young Professional Partnership - \$2,500
 - › Regular Partnership - \$5,500





Game On!

- The Facts:
 - **Team competition**
 - Raise \$66,000 through new partnerships
 - Recruit new partners
 - › 12 new members during the spring campaign
 - › 24 members during the annual campaign
 - › 100 new members total
 - Campaign duration October 3 – December 12



Finding New Members

- Business Networks
- Personal Networks
- Through SVP
 - Social events
 - Recruitment events

Who Do you know??





Campaign Tools

- partnership Applications
- SVP Information
 - Ambassador checklist
 - Ambassador Tools
- SVP fact sheet
- partnership recruitment training manual



Prospects

- One prospect, one team
 - Clear prospects with Diane Walker
- Prospects for consideration
 - Indicate your intention to solicit





Getting Ready

- Delegate prospects to team members to approach
- Review materials/prep for questions
- Consider the team approach



Why People Join

- Because the organization has...
 - Social Impact
 - Because they...
 - Want to give back
 - Want meaningful engagement
 - Enjoy tax benefits (least)
- Were personally asked***





Three E's of A Successful Recruitment

from Jerry Panas

Empathy = Listening

Energy = Vim and vigor

Enthusiasm = Passion

INTEGRITY



Making the Ask

- Find a time to talk
 - Request a meeting
 - SVPAZ Recruitment event
- Find common ground
- Share what SVPAZ means to you





Making the Ask Continued

- Refer to materials
- Select points of interest
- Now you are ready ask the prospect to join



Asking to Join the Partnership

- Be quiet – LISTEN





Why Listening is Important

- Focus of the conversation should be on the prospect
- Prospect will often give clues to needs or wants
- Discussion will surface concerns or objections



Expecting Objections

- It's not "if" ... it's "when"
- It's not about you
 - Organization
 - Amount
 - Timing
- Knowing the objection gives an opportunity to overcome





If a Face-to-Face is Not Possible

- Personal letter with requested partnership
- Personalized email with a link to SVP
- Small (3-6) group gatherings – Starbucks, breakfast, after 5, etc.
- Invite prospect to an SVP event or SVP project



#1 Reason People Don't Give

They were not asked!





Set Yourself Up For...

- **S**et an example...join and pay your dues
- **U**se your time wisely...prepare
- **C**all for the appointment
- **C**onvene
- **E**mpathy, energy, enthusiasm...then "ASK"
- **S**hhh...remember to "listen the gift"
- **S**ecure the pledge card



Making the Ask Exercise

- Work through a scenario where you are convincing your partner to join SVPAZ



QUESTIONS