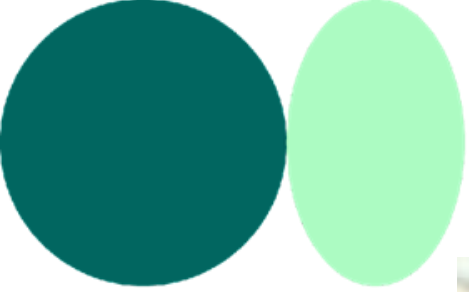


Chugging is a bad way to raise funds

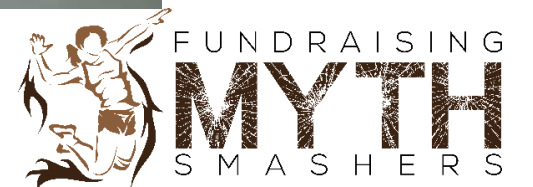
MARIETTA ASAAD

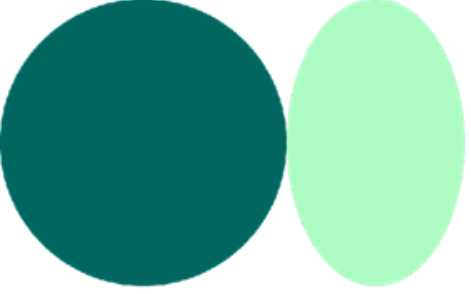
ASYLUM SEEKER RESOURCE CENTRE





CONFERENCE



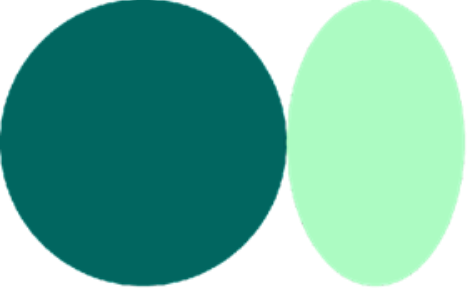


**“An act of attacking someone
and stealing their money”**

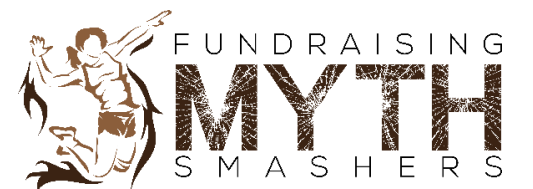
- Cambridge Dictionary



1. It is something that happens **quickly** and **not long term**
2. It **isn't strategic**
3. It takes **no skill**




CONFERENCE



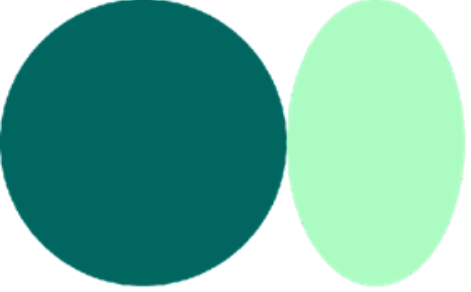
It is something that happens quickly and not long term






*“A campaign cannot be truly cost effective or impactful if it is focussed only on the upfront numbers and **not the ongoing value of those relationships**”*

- Dominic Will
Managing Director, Gather Campaigns



It isn't strategic





*“The sector would lose billions, and millions of people would not get help as a result. Society has a choice. **To stop us from asking nicely means ignoring the plight of many”***

- Mark Astarita,
Previous Director of Fundraising, Red Cross



FIA

CONFERENCE

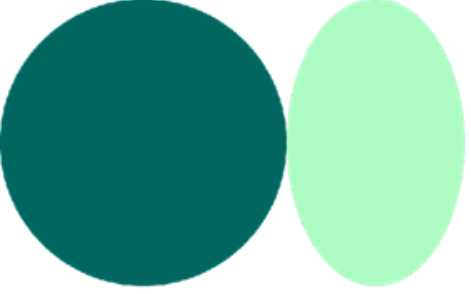




It's not skillful

The skills I have learnt as a face to face fundraiser...

1. **Being authentic** and finding your own voice
2. Working in a **high KPI** driven environment
3. **Adapting to many different personalities** and building connections with whoever is in front of you
4. **Identifying time wasters**
5. **Objection handling**
6. Identifying a **straight no** from an **objection**
7. **Teaches drive and motivation**
8. **Learning about potential emotional drivers and building tailored pitches**
9. **Closing and not being afraid of THE ASK**



CONFERENCE





**“An act of attacking someone
and stealing their money”**

- Cambridge Dictionary

**FIA
Conference**
2024

Thank you

FIA

CONFERENCE

