



Winning Minds & Buy-In *For Your Events*

Events Fundraising Virtual Summit 2022



Hi,

I'm Ceri

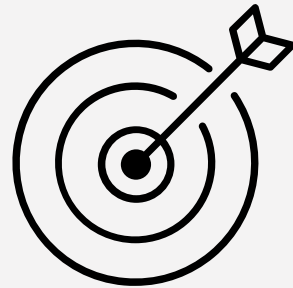
Coach | Trainer | Choir Leader | Community
Builder | World-Change Enthusiast



Some Context: Christingle

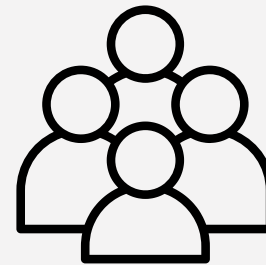


My story as an events fundraiser.



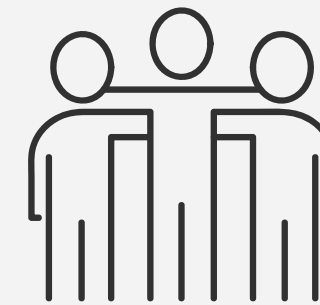
A large fundraising target

Christingle used to bring in around £1.2m



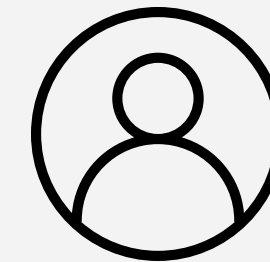
Multiple stakeholders

Christingle was important to everyone - Fundraising, Marketing, Church Partnerships and supporters.



A (non-working) working group

Shallow consulting, little accountability for non-action.



No line management authority

No one to easily delegate to.



Anyone. Anywhere. Any time.

What is coaching?

Coaching Questions



There are lots of coaching models, but they can essentially all be distilled into the following four questions.

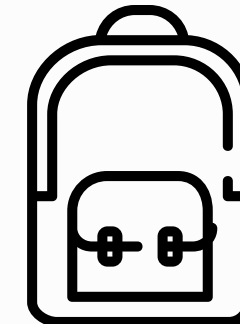
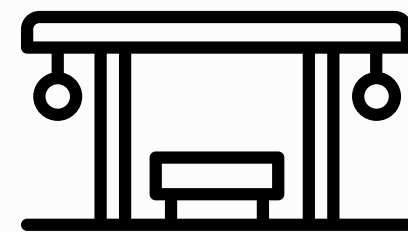


DESTINATION

Where are we trying to get to?

STATION

Where are we now?

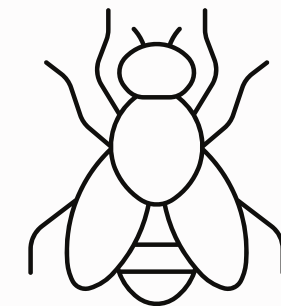


SUPPLIES

What we do need for the journey?

FLIES

What might stop us from getting there?



Being clear, deliberate and intentional about what goals need to be achieved and what the measures of success are.

PURPOSEFUL

PROACTIVE

Anticipating needs and challenges and getting in front of them.

PERCEPTIVE

Being open and receptive to new ideas and perspectives. Aware of / listening to others' needs.

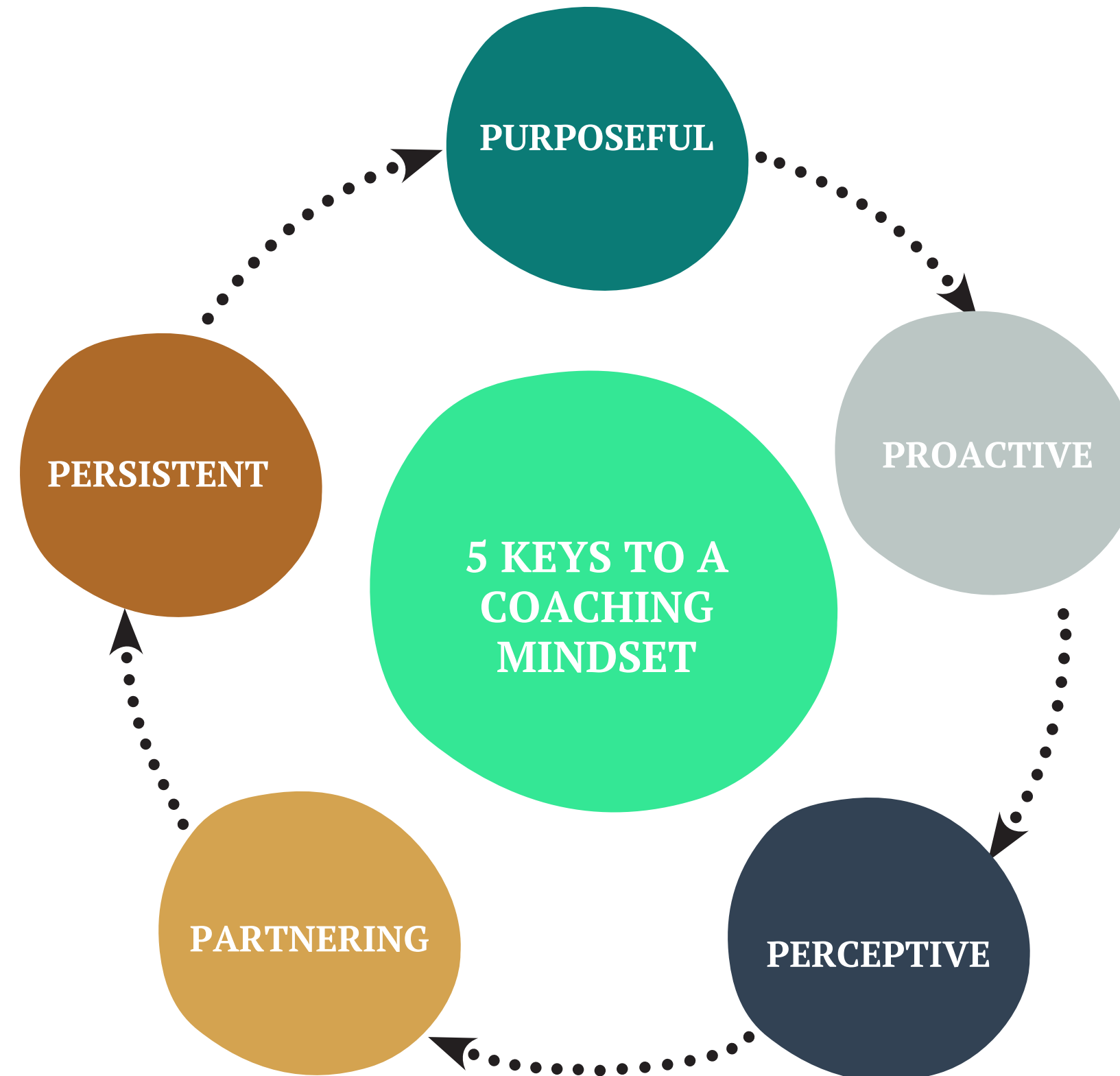
PARTNERING

Pooling other people's expertise and eliciting joint commitment.

PERSISTENT

Maintaining commitment to goals even in the face of challenges and obstacles.

5 KEYS TO A COACHING MINDSET

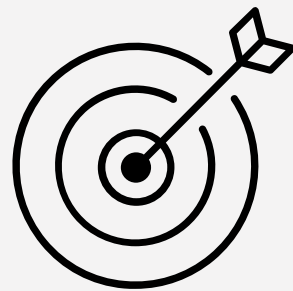




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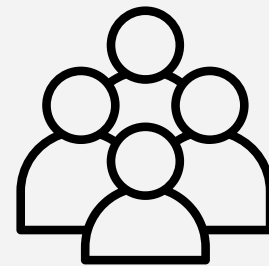


How might the 5Ps be used
to supporting coaching
conversations at work?



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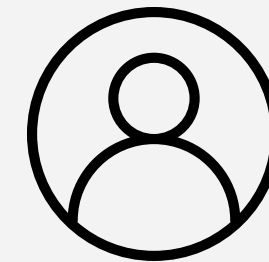
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**5Ps and the case of
the late**
data selection

Combatting objections using the AVID model

1.ACCEPT

Reflect back what the person has told you, using their original wording as far as possible.

3. IMAGINE

What would the ideal world scenario look like for the other person? What might happen if the objection is accepted as the final decision?

2. VERIFY

Ask questions to help you (and potentially the other person) better understand the objection by asking questions that draw out specifics.

4. DECIDE

Having imagined the different possibilities, decide a course of action together.



The AVID Model in Practice

"No one has any money"

1.ACCEPT

"So I understand, your concern is that the appeal won't be successful because no one has any money to give."

2. VERIFY

"What's making you feel that no one has any money?"

3. IMAGINE

"What would need to be different for you to feel comfortable running this appeal? If we don't do this now, what else do you see us doing?"

4. DECIDE

"What would need to be different for you to feel comfortable running this appeal? If we don't do this now, what else do you see us doing?"

What one question
could you ask?



Free Resource: The Leadership Leverage

40 in-the-moment coaching questions that you can start using straight away.

Visit www.herdleaders.co.uk or email ceri@herdleaders.co.uk.





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