



FUNDRAISING IS BLIND

Unveiling Your Organization's
True Potential

INTRODUCTION



Welcome to the **"Fundraising Is Blind" workshop!** This workbook will guide you through a series of activities designed to help you uncover your organization's hidden potential and develop innovative fundraising strategies that work for YOUR organization.

Inspired by the concept of the Netflix TV Show, "Love Is Blind," we'll explore your organization's strengths and opportunities without preconceptions.

SECTION 1:

The Pods Experience

In this activity, you'll anonymously share your organization's mission, impact, and funding needs. Write your key points below, focusing on impact rather than organizational name. Be prepared to share this verbally and ask questions about others' missions.

Instructions:

1. Write down your organization's mission, impact, and funding needs without mentioning your organization's name.
2. Focus on the emotional impact and unique aspects of your work.
3. Prepare to share this verbally in the anonymous "pod" setting.
4. Listen carefully to others and prepare thoughtful questions.

EXAMPLE

Mission: *We provide life-changing experiences for underprivileged youth through outdoor adventures.*

Impact: *Last year, we helped 500 children develop confidence, teamwork skills, and a love for nature.*

Funding Needs: *We're seeking support to expand our program to reach 1,000 children annually and purchase new equipment.*

Now it's your turn! Remember, this is going to be shared anonymously, so in addition to writing your responses in your workbook, you will also write them on the index cards provided to be shared out to the entire session.

Your Mission and Key Points:

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Questions for Others:

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IDEA BANK

How can we address *challenges to your organization's mission* innovatively? Share your ideas here during the workshop.

SECTION 2:

Mission Match

Instructions: Based on the missions shared anonymously, try to match them with the organizations present.

1. Listen carefully to each anonymous mission presentation.
2. In the table below, write down key aspects of each mission.
3. After all presentations, try to match the missions with the organizations present.
4. Reflect on what made each mission memorable or distinctive

| Mission Description | Guessed Organization | What Made It Memorable? |
|------------------------------|--------------------------|--|
| <i>Outdoor youth program</i> | <i>Adventure for All</i> | <i>Emphasis on life-changing experiences</i> |
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| Mission Description | Guessed Organization | What Made It Memorable? |
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SECTION 3:

Blind Asset Dating

As you listen to each description, write your guesses in the space below and note what made each mission memorable.

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ICEBREAKER

Superhero Asset Transformation

How did you feel about your organization as you listened to the mission statements of your peers? *Pride? Worry? Joy? Shame? Worry? Shocked? Inadequate? Courageous? Fulfilled? Optimistic? Inspired?*

Question: If your organization's top asset was a superhero power, what would it be and how would it work?"

Instructions:

1. Think of your organization's top 3 assets (e.g., volunteer base, data collection methods, community partnerships).
2. Imagine each asset as a superhero power.
3. Write down the asset and its superhero equivalent.

EXAMPLE

Asset: Large volunteer base

Superhero Power: "Crowd Control" - the ability to mobilize large groups instantly for any task



ICEBREAKER

Superhero Asset Transformation

| ASSET | SUPERPOWER |
|-------|------------|
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Now that you have listed your organization's assets above (e.g., volunteer base, data collection methods, community partnerships) you will get together with your peers in small groups and suggest potential funding strategies based on others' assets

Funding Strategies Suggested for Others:

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SECTION 4

The Big Reveal

Instructions: Prepare a brief introduction of your organization, including its name, mission, and any surprising insights from previous activities. Write your introduction below to share with the group.

Your Organization's Introduction:

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SECTION 5

Commitment Ceremony

Instructions: Based on the insights gained, choose one new funding strategy to explore. Write your chosen strategy and explain your rationale. Be prepared to "propose" this strategy to the group.

EXAMPLE

Chosen Strategy: Develop a "Sponsor a Child's Adventure" program where donors can fund a specific child's outdoor experience and receive updates on their journey.

Rationale: This strategy leverages our impactful mission and creates a personal connection between donors and beneficiaries, potentially leading to long-term supporter relationships.

HERE'S HOW:

Do you remember **Mad Libs**? Mad Libs is a **fill-in-the-blank word game invented** during the 1950's by Roger Price and Leonard B. Stern.

One player chooses a story and then replaces words with blanks containing (noun, verb, adjective, color, food, part of body, celebrity, etc.). The other player fills in the blanks by saying examples of the words' types, but without showing where they are in the story. A usually nonsensical story will be made. EXCEPT! This will not only make sense but be an engaging style of storytelling for the reader.

NOW IT'S YOUR TURN!

Create a fundraising strategy by filling in the blanks

Our organization will raise money by _____ **(verb)ing** _____ **(plural noun)** at the annual _____ **(adjective)** _____ **(event)**."

Chosen Strategy:

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Rationale:

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SECTION 6:

Honeymoon Planning

Instructions:

1. Develop a 30-day action plan to implement your new strategy.
2. Outline specific steps, resources needed, and potential obstacles.
3. Be prepared to receive and give feedback on these plans.

EXAMPLE**30-Day Action Plan:**

1. Week 1: Design "Sponsor a Child" program structure and materials
2. Week 2: Set up tracking system for sponsored children and donor communications
3. Week 3: Train staff on new program and prepare marketing materials
4. Week 4: Soft launch to current donors and gather feedback

RESOURCES NEEDED:

- Graphic designer for program materials
- CRM system update for tracking sponsorships
- Staff time for training and implementation

POTENTIAL OBSTACLES:

- Ensuring child privacy while providing meaningful updates to donors
- Managing donor expectations about communication frequency

30-Day Action Plan:

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Resources Needed:

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Potential Obstacles:

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SECTION 7:

After the Altar

Instructions: Reflect on your key takeaways from the workshop. Use the prompts below to guide your reflection.

What did you learn about your organization that surprised you?

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How has your perception of your fundraising potential changed?

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What specific actions will you take in the next week based on these insights?

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What new strategies will you implement?

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How will you apply these insights moving forward?

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Thank you for participating in the "Fundraising Is Blind" workshop.

Use the insights and plans developed here to guide your fundraising efforts moving forward. Remember to stay in touch with your peers for ongoing support and collaboration.

Session Notes

Dotted lines for session notes.

Session Notes

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Resources

Check out these amazing resources on innovation and transformation. Dive into must-read books like "Innovative State" and "The Innovator's Dilemma," alongside captivating articles in renowned publications like Harvard Business Review and MIT Sloan Management Review.



"Innovative State: How New Technologies Can Transform Government"

Aneesh Chopra

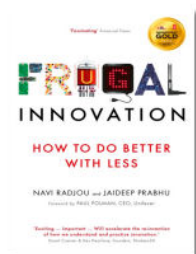
Explores how technology and innovation can be harnessed for government transformation.



"Creative Change: Why We Resist It... How We Can Embrace It"

Jennifer Mueller

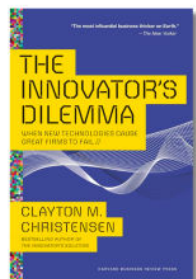
Examines creativity and innovation in organizations, authored by a researcher with expertise in the field.



"Frugal Innovation: How to Do More with Less"

Navi Radjou and Jaideep Prabhu

Discusses how businesses can innovate under resource constraints.



"The Innovator's Dilemma"

Clayton Christensen

Offers insights into why successful companies often fail to innovate and how disruptive innovation can lead to success.

Resources

Articles:

- "How to Manage Disruptive Change" by Michael Tushman and Charles O'Reilly - Discusses managing innovation and change in organizations.
- "Innovation: The Classic Traps" by Rosabeth Moss Kanter - Explores common pitfalls in innovation efforts and how to avoid them.
- Harvard Business Review's Innovation Section - HBR regularly publishes articles on innovation, featuring case studies, best practices, and insights from leading experts.
- "The Five Discovery Skills That Drive Innovation" by Peter Drucker - Discusses the essential skills required for successful innovation.

Online Resources:

- IDEO U (<https://www.ideo.com/>) - Offers online courses and resources on design thinking and innovation.
- Stanford d.school Virtual Crash Course (<https://dschool.stanford.edu/resources/crash-course>) - Provides a free design thinking crash course with videos and downloadable materials.
- MIT Sloan Management Review's Innovation Section (<https://sloanreview.mit.edu/>) - Features articles, case studies, and research on innovation in business.
- TED Talks on Innovation (<https://www.ted.com/topics/innovation>) - A collection of TED Talks by thought leaders on various aspects of innovation.
- Coursera and edX - Both platforms offer a variety of online courses on innovation, design thinking, and related topics from top universities and institutions.

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