

# Not Now I'm Busy Redefining the Visit



The change in the fundraising climate is demanding that we change the way we fundraise. “That’s the way we’ve always done it” will only work for so long.

Over the last 15 years, Joe has worked with thousands of major and planned gift professionals, the topic that comes up the most centers around how much time fundraisers are spending with donors. Most fundraisers report they are not spending as much time visiting with donors as they like. They say they are too busy. Others say they are trying to meet their visit goals of 15-20 per month but it’s increasingly difficult to secure visits with donors.

1. So much time is wasted chasing donors who are not interested in engaging or visiting with us.
2. So many development offices are focused on their own agenda despite the reality that today's donors want to control the relationship.
3. Many organizations have lots of donors who would be open to visiting, to doing more but sadly, are never approached.

The result of all this is we never truly maximize our fundraising potential.

Fundraisers get burned out and jump from charity to charity.

And the dreaded donor fatigue creeps in.

So,  
What's the  
Solution?

In this new program, Not Now I'm Busy, Redefining the Visit, we'll break apart the old fundraising model and discuss how we can adapt to the way today's donors want to give.

Joe will teach his tested and proven methodology for spending more time with better qualified donors.

The result is a more productive and effective fundraising team and more gifts in the door.

# We'll work in the 3 key areas

## Mindset

We will work on ways to change the way we think by:

- No longer telling ourselves we are too busy.
- Being open minded to new ways of approaching donors.
- Developing an abundance mentality.

## Behavior

We'll discuss ways to shift from time management to priority management.

Joe will share his approach to knowing what and how much behavior you need to connect with more donors.

## Skillset

You'll learn how to stop chasing donors. We'll discuss ways to get donors to respond to your voicemails and emails.

Attendees will learn how to use the telephone to qualify, solicit and close gifts all on the phone. Say what?

Joe will reveal his system for working with donors that enables them to give how they want to give and allows us to meet and exceed our fundraising goals at the same time.



gift planning  
development, llc

## The Program

Not Now I'm Busy, Redefining the Visit is fast paced, interactive and packed with practical ideas for annual, major and planned gift professionals of all experience levels.

Available as a 60-minute presentation and a ½ day workshop.

Comes with our personal commitment that your attendees will be engaged, taking notes and walking away with ideas they can implement immediately.

Contact us now to learn how Joe can add value to your programming or training program

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## About Joe

Joe combines his 30+ years of selling, fundraising, and his experience as a planned giving donor, to deliver well rounded presentations and workshops that get people fired up and motivated to take action.

Joe is CEO of Gift Planning Development, LLC. They help nonprofits build sustainable and thriving gift planning programs.

Over the last 7 years, Joe has spoken across the country at AFP events, Charitable Gift Planning Councils and in-house workshops. He is the author of *Simplify, A Simple Approach to Building a Sustainable Planned Giving Program* and *Go See People*.

You can see Joe in action at:

**<http://joetumolo.com/videos/>**