WHAT DOES ADVOCACY LOOK LIKE IN PROSPECT DEVELOPMENT TODAY?

APRA-NW Conference, Spring 2017
Jessica Balsam, University of Washington

apra INSIGHT PHILANTHROPY RESULTS

WHAT IS ADVOCACY?

It's small, everyday actions like telling your boss what you've accomplished, as well as grand gestures like asking for a raise.

When you speak up for yourself or your department, you're not only helping yourself, you're helping the organization – and the profession as a whole.

WHY A TOOLKIT?

The Advocacy Toolkit is a guide to empower all of you to make your jobs more fulfilling, to make our respective nonprofits more successful, to raise the reputation of the profession.

If we don’t speak up, our organizations are missing out.

WHAT FORMS DOES ADVOCACY TAKE?

- Self advocacy
- Advocating for the Prospect Development function or team
- Advocating for the profession

ADVOCACY STORIES

SPEAK UP!

MICHELLE FRANKE

Texas Christian University (TCU)
Fort Worth, TX

"I built a case of how I could help the research team translate their work from a profile writing group into a team that's proactive, engaged in conversations, meeting the customer and evaluating their needs and **being highly involved in helping to shape decisions** for the fundraising team."

SPEAK UP!

"Using the Body of Knowledge, I successfully argued that **I have the skills and experience to lead** campaign management, committee meetings, and reporting, allowing my ED to focus externally."

JON GARROW

Montefiore Health System & Albert Einstein college of Medicine
New York

“I wrote up my reasons for a title change to "director" in a memo and presented it to my boss…
She ultimately approved the title change and also allowed me to continue to grow professionally **because I had simply let her know I was interested in growing**.”

BETSY COOPER

Reed College
Portland, OR

SPEAK UP!

PREETI GILL

St. Paul's Foundation; also Independent Prospect Research Advocate
Vancouver, BC, Canada

"It's about **fostering understanding** about what prospect research really is and how it can enable fundraisers and organizations better understand their donors and eventually secure support."

SPEAK UP!

"I consider my team to be the gift officers. I often have the opportunity to help them **present their successes** to our team leadership."

ERIN HISLOPE

Oregon Museum of Science and Industry (OMSI)
Portland, OR

SPEAK UP!

ASHUTOSH NANDESHWAR

University of Southern California
Los Angeles

"While building great products, don't forget that **you are a product too**. What you say and how you say has a big impact. Finding complementary skills such as communication skills, makes advocating for ourselves easier."

SPEAK UP!

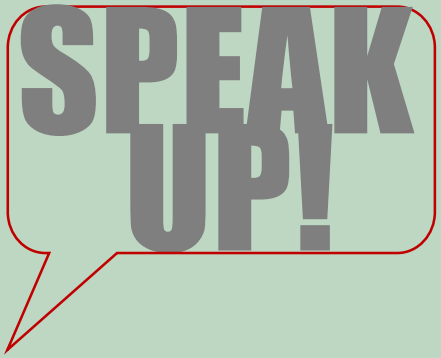
"I've used APRA's salary survey and research to ensure that I'm appropriately paid for my work, successfully raising the ranges for my own position and those I'm responsible for hiring. I've then **proven my team and myself worthy of those salaries.**"

MARCY CHEESEMAN

Dunwoody College of Technology
Minneapolis

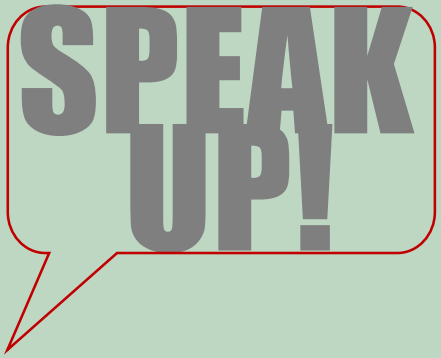
ELEVATOR SPEECHES

WHAT IS AN ELEVATOR SPEECH?

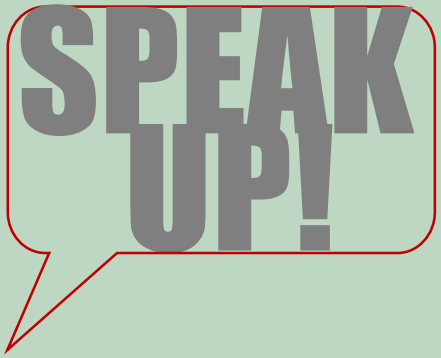


- A commercial about you
- Takes about 30 seconds to deliver
- Something you're prepared to share with anyone, anytime

KEYS TO A SUCCESSFUL ELEVATOR SPEECH

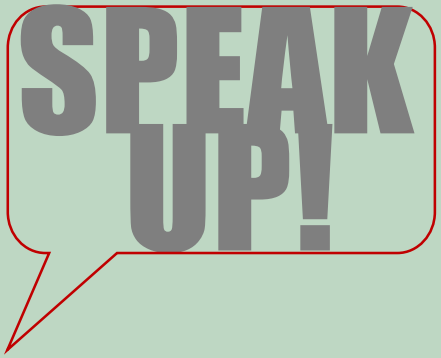


- Sounds natural
- Oozes confidence
- About 4 or 5 sentences
- Memorize and practice out loud
- Can be tailored to specific situations



ELEVATOR SPEECH EXAMPLES

PARTS OF AN ELEVATOR SPEECH



- About you
- What do you offer?
- What are the benefits?
- How do you do it?
- Call for action

CRAFT YOUR OWN ELEVATOR SPEECH

SHARE YOUR THOUGHTS!

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