



The First 59 Seconds

Leading social psychologists agree that it takes between 30 and 59 seconds for someone to form an initial opinion of you. As a fundraiser and a representative of your organization you need to make the most of those first 59 seconds.

This is your key opportunity to make a powerful and positive impression so we advise you to take it. Here are some pointers to help you:

Speech Rate

Speak slowly, *much* more slowly: remember that one affect of the adrenalin produced in stressful situations is that it speeds everything up, including your speech rate. Compensate for this by consciously speaking more slowly. Imagine, if you like, that you're appearing in a movie that's running at half speed. This will help you speak at an acceptable rate for the audience. It will also give them time to 'tune in' to you and your voice.

Introduction

Introduce yourself: This sounds obvious but you should introduce yourself in a structured way that makes an impact. We tend to do simple things, like introducing ourselves, badly, partly because we're nervous, and partly because we've introduced ourselves a thousand times before. We often end up gabbling our name, job title and the name of our organization. This means that we launch straight into conversations and presentations while individuals are still weighing up our gender, attractiveness, sexuality, sincerity and likeability.

Too often the result is that when we're delivering key messages our audience is trying to figure out who we are!

Chunk & Check

There are several important chunks of information in an introduction that can help people to form a positive first impression. For each chunk of information deliver and then check that the information has been received! It helps if you make eye contact with an individual or group as you share. Think about this as delivering your interpersonal business card.

Name

"My name is Eibhlin Morley." This gives people the chance to notice my Irish accent. They can then tune in to that accent and, possibly, decide if they like Irish people – or not.

Title

"I am a consultant..." This is second key chunk of information. By paying close attention to the audience, you can notice whether they're impressed or not by his job title.

Stressing elements of your title is important. If you are a Volunteer Manager whose job it is to recruit volunteers, as opposed to donors, it's important to stress 'Volunteer' – it gives your audience an immediate indication of what your job involves and what you may need from them. Likewise, if you're a Senior Major Donor Fundraiser speaking at a Board meeting it might be necessary to emphasize both 'Senior' and 'Fundraiser'. Consider where to place emphasis and practice saying your title in different ways.

Organization

What's the audience's reaction to the name of your organization – puzzlement, confusion, excitement? Again, you're looking for feedback, to find out if there's any recognition. Is this something members of the audience nod in response to? Are you getting positive recognition or do people still look none the wiser?

You may need to give some additional detail about the work you're involved in, your beneficiaries and the donors or organizations that fund you.

WIFM

Last but not least – as always in fundraising don't forget the 'What's in it for me?' When you meet people, especially if you're making a presentation, you need to transmit WIFM. Frame your topic in terms of meeting audience needs.

Consider the difference between:

"I'm here to talk to you about why your company should fund us."

Versus

"We'd love to help your company live up to its brand values – through a partnership"

Further help

=mc has a team of unrivalled fundraising consultants able to assist with the biggest and smallest campaigns. Between us we share experience in small and large charity work, international development, arts and culture, disability and the environment. **=mc** consultants have worked with a variety of not-for-profits on their fundraising. We're proud to have helped Oxfam, **UNICEF**, **Christian Aid**, **Greenpeace International**, **Imperial War Museum**, **MIND**, **Mama Cash**, the **NSPCC**, the **Tate Gallery** and the **British Red Cross**.

To find out how we've helped these organisations achieve their big ideas - and how we could help you - call us on +44 (0) 20 7978 1516 or visit www.managementcentre.co.uk/fundraising.

We hope you found this download useful and enjoyable.

If you want to access more downloads, visit www.managementcentre.co.uk/knowledgebase where you can search for a range of management and fundraising tools, ideas and case studies.

About =mc

The Management Centre (**=mc**) is an international management training and consultancy agency working exclusively for not-for-profit organisations worldwide. We provide help in management consultancy, fundraising consultancy and training.

To find out more about us, please visit our website at www.managementcentre.com