

THE 1:1

Pitch Game Plan

Overflow

Non-cash Giving

overflow.co

#1

Game Plan Purpose

Share about non-cash giving with key donors

Identify which donors have the most propensity to give stock and create a plan of action to encourage them to give through Overflow.



#2

Additional Outcomes

Jumpstart your non-cash fundraising success

Use Overflow as a way to open up a conversation with top supporters around the topic of giving in a new way __ Create a moment in time to share your organization's vision and current needs __ Capture insights and feedback from top donors that can be shared with other supporters to build trust in the Overflow platform __ Familiarize yourself with the Overflow product including the Dashboard __ Capture insights that can be used in a broader launch strategy __ Commemorate key supporters and deepen their relationship with you



#3

Where To Start

With those you know best

The best place to start is with your top donors. People give to people and fundraising is relational, not transactional. By approaching individuals with whom you already have a great relationship, you can build confidence and traction in non-cash fundraising. Most organizations find that 20% of their supporters contribute 80% of their fundraising. We recommend to start non-cash fundraising with your core supporters and then working on promoting this way of giving to the rest of your donor base.



#4

How

Make a plan

There is no need to reinvent the wheel. Let's start with drafting a list of key supporters you want to invite to give through Overflow Check out the 'Key Supporters List' tool. Once you have identified the key supporters you would like to ask, use the 'The Ask' tool to help prepare your story and solidify the ask. Lastly, capture feedback, testimonials, and insights that can help you develop a launch strategy for the rest of your donor base.



TOOL #1

THE LIST

HOW TO USE THIS TOOL:

one	Enter the names of key supporters that you have a good relationship with and are capable of giving a stock donation.
two	Set a target ask in dollars for each key selected supporter and use "The Ask" tool to share the impact your key supporter can have by partnering with you at that level.
three	Track Next Steps and Next Step Date
four	Aim to personally ask these key supporters to give through Overflow within 30 days

TOOL #2

THE ASK

Use this tool to craft your own story for your 1 on 1 conversation with key supporters listed above. This will help you explain what needs your organization seeks to meet, how you plan to meet that need, and what you could achieve with additional funds. It is critical that the ask is tied to a clear vision (program, campaign, cause, etc), and that we can translate the impact the donor's gift will have on the work of your organization.

TOOL # 2 THE ASK

Tell Your Story

MISSION

The Need

THE PROBLEM YOU
ARE ADDRESSING

The Goal


PROGRAM,
CAMPAIGN, ETC.

HOW DOES THIS
PROGRAM, CAMPAIGN,
ETC, ADDRESS THE
PROBLEM?

HOW MUCH \$ DO YOU
NEED TO ACCOMPLISH
THIS GOAL?

IMPACT STATEMENTS

An Impact Statement is a clear way to demonstrate the value of a gift, but framed in terms of stock. This takes the cash value off the table and helps supporters visualize their giving in terms of their disposable income, stock!

Impact Statement EXAMPLE	Your support of \$2500 provides 250 underserved students all the materials they need to succeed in school.	Your support of 1 Google Share provides 250 students all the materials they need to succeed in school.
The Ask (IF YOU DON'T ASK, YOUR DONORS CAN'T PARTICIPATE IN YOUR MISSION!)	First thank the donor for their continuous support of your organization. Share with them the impact they have had on others. “Would you consider a new way to give to help support [your Goal]? [Wait for a response]” We partner with a platform called Overflow that allows us to receive stock donations. I would love you to be one of the first supporters to give using this platform and make an incredible impact.”	
Top Tip!	 Check out this 16 minute TED Talk from Kara Logan Berlin titled "How to be a better fundraiser". It is a must-watch!	

TOOL ^{#3}

THE TESTIMONIAL

Awesome job! By now you should have asked a few of your key supporters to give through Overflow. If they have decided to partner with you in non-cash giving this is a great opportunity to not only capture feedback on the process but also a testimonial you can use to build trust with the rest of your donor base.

WHY?

While your supporters know you well, they do not know Overflow and might be somewhat hesitant to use the platform to give significant gifts. Providing a testimonial from a current supporter goes a long way to overcome this potential hurdle and builds trust for other donors to use the platform. A testimonial is a key part of a broader launch strategy.

HERE ARE SOME GREAT QUESTIONS TO ASK:

one	How was your experience giving through Overflow?
two	Have you given via stock before?
three	How did this compare to your previous experience giving stock?
four	Would you use Overflow to give again? Would you recommend a friend to give through Overflow?

Once you have captured this feedback, ask if you can share it publicly, and please share it with us!