

MC
C

MARIBETH CANNING CONSULTING

The Secret to Fundraising is Not Asking For Money



Non-Profit
Collaborative

Virtual Seminar

PRESENTED BY

EP Enterprise Bank
CREATE SUCCESS

Member
FDIC



Maribeth Canning

20+ years of experience driving strategy, fostering connections, developing trust, and generating record fundraising results.

Donor Life Cycle

MC
C



Meet Elsie

MC
C



Prospect Research

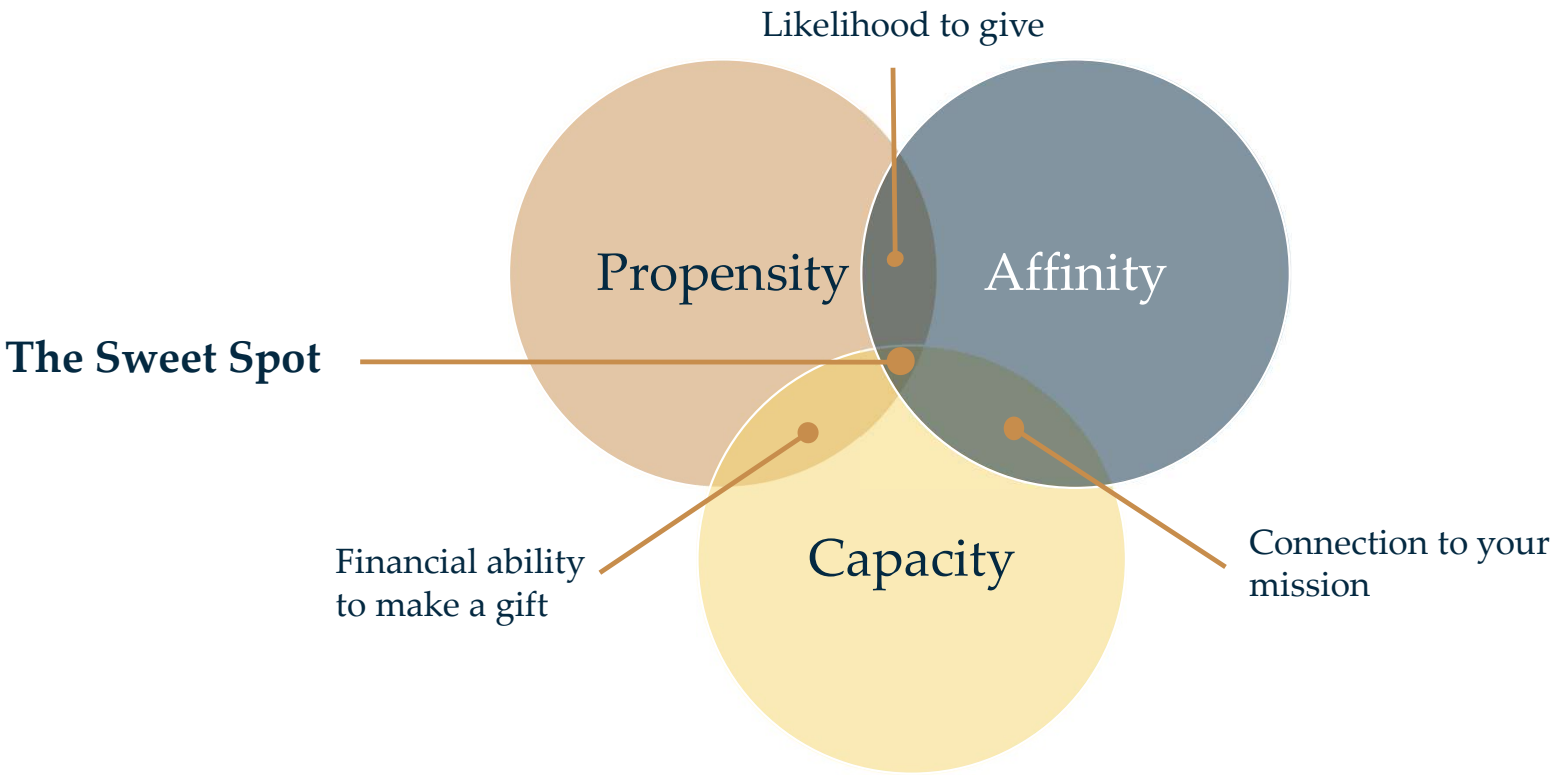
MC
C

- Wealth Screening
- Biographical Information
- Education
- Employment/Business Data
- Giving History
- Foundation -990
- Board & Committees
- Goggle



Qualification

$\frac{MC}{C}$



Question #1

MC
C

Based on the research I have shared, do you believe Elsie is a good candidate as a donor for the community hospital?

- YES
- NO



Discovery

MC
C

- Ask open-ended questions
- Listen, be present
- Find aligned values and interests
- Confirm a next step
- Express gratitude
- Build trust



Probing Questions

MC

C

Tell Me About Yourself:

- What gets you out of bed in the morning?
- How did you meet your husband?
- What's on your schedule this week?
- Tell me more about...
- Reflect what you have heard
- Clarify and confirm values



Otto I, II, III

Cultivation

MC
C

- Be strategic
- Seek to understand
- Start where they are
- Build awareness
- Share experience
- Create emotional connection



Relationship Building

MC
C

- Establish common ground
- Discover shared values
- Explain need & proposed solution
- Develop mutual respect
- Invest in trust



Engagement

MC
C



Question #2

MC
C

What would be your next step in engaging Elsie?

- Invite Elsie to a hospital event
- Send Elsie a campaign proposal
- Ask Elsie to host a party at her home
- Send Elsie the campaign case for support
- Ask Elsie for a gift



Engagement

MC
C

- Create joint ownership

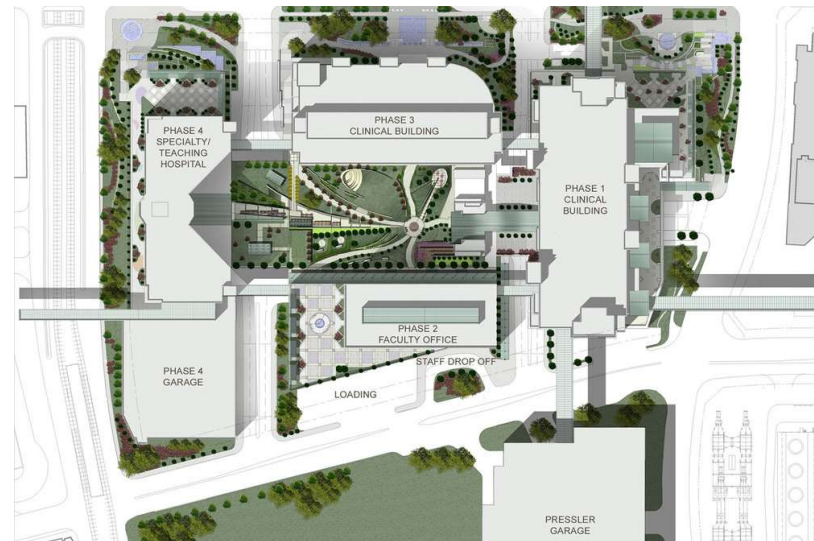


Question #3

MC
C

Which funding priorities best align with Elsie's interests?

- Linear Accelerator
- MRI
- Music Therapy
- Cancer Support Group
- Healing Garden
- Art Gallery
- Exam Rooms
- Healthy Teaching Kitchen
- Treatment Rooms
- Diagnosis Suit



3 Options

MC
C

Music Therapy

- Comforts patients while healing



Healthy Teaching Kitchen

- Classes on healthy appealing nutritious food for patients



Healing Garden

- Immerses patients in the healing power of nature



Funding Priorities

MC
C

Contents

- Need
- Description
- Image
- Patient Story
- Impact
- Testimonial/Photo
- Cost

COMMUNITY
HOSPITAL



HEALING GARDEN

OUR NEED

Cancer treatment is physically and emotionally exhausting for patients and their families. Studies show that access to nature can reduce stress, promote healing, and improve overall well-being. However, many hospitals lack dedicated outdoor spaces that provide comfort and respite during treatment.

OUR SOLUTION

The Healing Garden will transform an unused courtyard into a peaceful retreat for patients, families, and caregivers. Thoughtfully designed with nature's restorative power in mind, this space will offer a place for reflection, relaxation, and renewal—supporting the healing journey beyond medicine.

OUR IMPACT

"During my chemo treatments, I often felt overwhelmed. But stepping into the Healing Garden gave me a sense of peace. It became my sanctuary—a place where I could breathe, reflect, and find strength to keep going."

— Maria, Cancer Survivor



COST

\$1,000,000

- Serene Landscaping
- Koi Pond & Water Feature
- Therapeutic Garden Beds
- Private Nooks
- Accessible Design

www.communityhospital.org

The 5 T's of Invitation



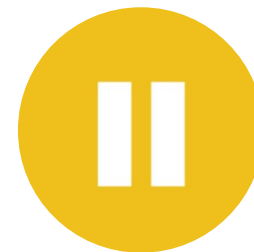
Timing



Team



**Three
Options**



**Take a
Pause**



Thanks

Gratitude

MC
C



MCC Tools



MCC Free Resources

- Prospect Discovery & Major Gift Toolbox
- Fundraising Assessment Checklist
- Funding Priorities Template

<https://www.maribethcanningconsulting.com/resources>

Thank You

MC
C



MARIBETH CANNING CONSULTING



781-258-1109



mb@maribethcanningconsulting.com



www.maribethcanningconsulting.com