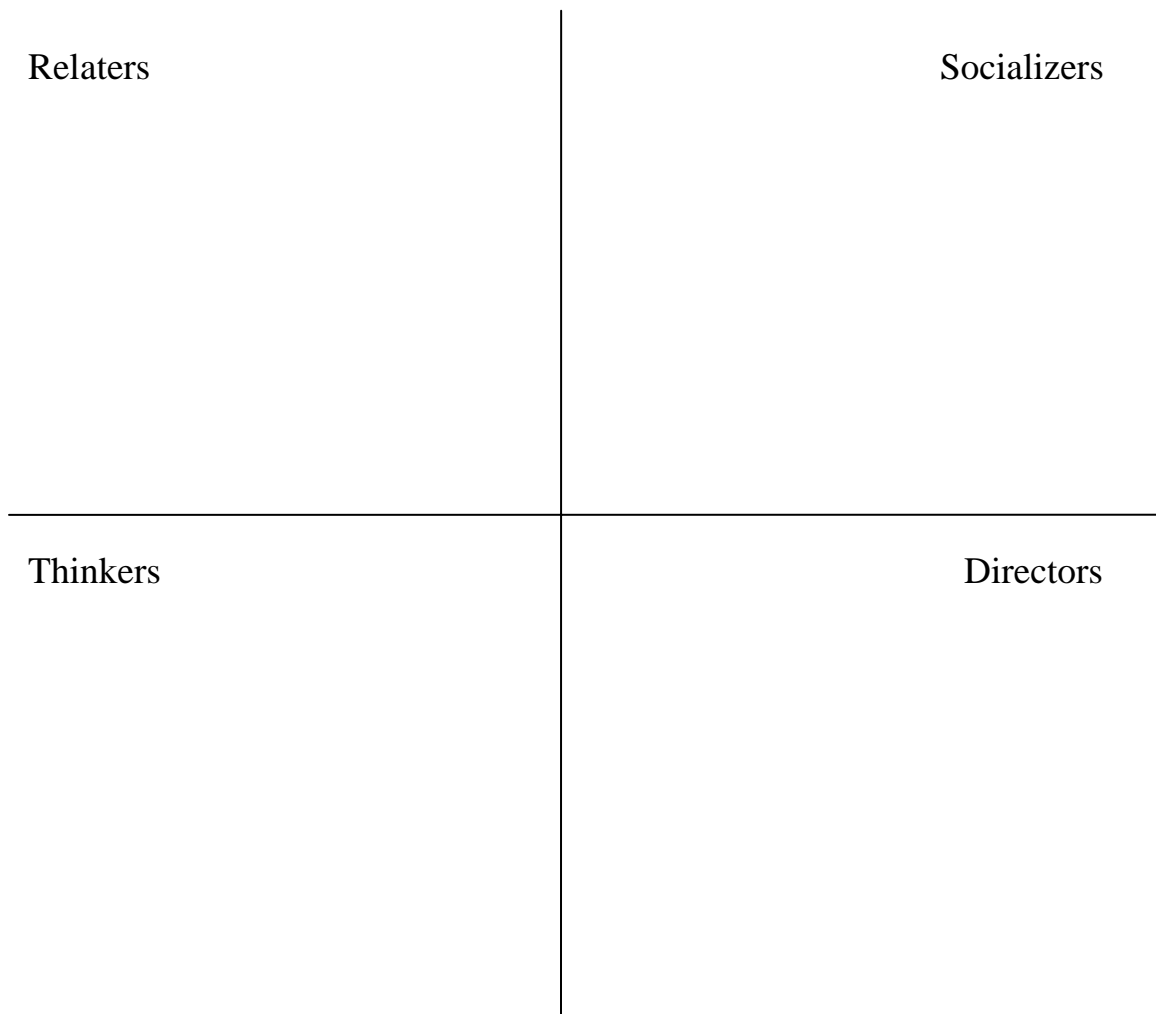


Understanding Others and How to Build Relationships with Them

The Platinum Rule: _____

New Relationships Strategies for Your Communications



From Dr. Tony Alessandra's New Relationship Strategies

Effectively Communicating Your Message to a Socializer Personality

- Say “Thank You” three times during the conversation
- Observe their environment and make positive comments

Getting to Yes: Remember they make decisions quickly!

Explain how their donation impacts people:

“Because of your donation, we will be able to open a new library building that will allow us to ...”

“Your gift will allow members of our community to have access to a computer lab that will contain 20 computers, serving over 70,000 users annually.”

“Would you like to be a difference maker in our community by supporting our endowment fund?”

“Members of our community will have a fun library to visit with a coffee shop and a collection of their favorite books.”

“The new library will have 3 meeting rooms for the community to use for a minimal charge and we will be able to offer catering services for the very first time.”

As an incentive:

Offer them their name in lights! A plaque with their name will be placed in a high traffic area in the library.

Their name and picture to be included in appropriate library marketing materials.

V.I.P. Invitation to ground breaking and opening day ribbon cutting ceremonies

Benefits to them:

Recognition; make us look better as a community, fun, involvement

Effectively Communicating Your Message to a Thinker Personality

- Cite appropriate facts, figures, statistics (Accuracy)
- Have data available on a CD-ROM and printed

Getting to Yes: Remember they want to think about it for awhile.

Explain why it is right for them to make a contribution:

“Your thoughtful gift will positively impact the lives of more than 100,000 members of our community in the first year alone.”

“The information we have prepared in this pamphlet will clearly demonstrate the financial benefits of an endowment to the library, and to you.”

“There is more information about our capital campaign on our website ...”

“We hope that you will find that this philanthropic opportunity is right for you and I will be available to answer any further questions at the phone number listed on my card.”

“Are there any other questions I can answer for you at this time?”

“Do you think you have enough information to make a decision at this time?”

“We are asking our donors to make their decision to give by July 17th.”

As an incentive:

Give them the ability to access every piece of information they need to make their decision.

Tell them that donations can be made anonymously.

Benefits to them:

Giving to the library satisfies their need to do things right

People will have a place to go to access information

Effectively Communicating Your Message to a Director Personality

- Give them the facts, preferably in bullet points
- Clarify any questions, ask for the donation before you leave

Getting to Yes: If they like what you are offering, they'll do it now

Tell them the impact of their contribution

“Your contribution will have a direct impact on the efforts of increasing adult literacy in our community.”

“Is there anything I can do to assist you in making your decision?”

“Because of your donation, you will pay \$40,000.00 less in estate taxes.”

“Which of our campaigns would you like to contribute to?”

“Your endowment gift will allow us to continue to expand our libraries highly respected genealogy collection by more than 100 items in the next 3 years.”

As an Incentive:

You may make the decision on...

They have a specific say in where the money goes

Benefits:

They have a say in something that directly impacts the community

They may be the biggest donator (competition)

They made a decision that impacts others (pride/ego)

Effectively Communicating Your Message to a Relater Personality

- Talk about how they and others will feel
- Create emotional reasons to donate (needs)

Getting to Yes: Remember they act on the interest of others first

How will my donation help others in the community or family?

“The new library will provide a safe place for members of our community including children to learn and grow.”

“The Capital Campaign is a great way to leave a legacy in your community.”

“Your donation will positively impact the lives of your family and friends.”

“There is a great need for...”

“What a great feeling it will be to...”

“Contributing to our endowment will allow you to help the library today and your family members’ years from now.”

“You will be a part of a campaign that will create a library that people will use for generations to come.”

As an Incentive:

You may invite family and friends to the events

You may be a part of the library community

Benefits:

They’ll feel good about what they have done

They will have filled a need

They will have done something good for their family/community