



# BE the BRIDGE

**Building Relationships to Sustain, Retain  
and Gain Donors across All Sectors**

# Goals


- Leave more comfortable talking to individual donors, grant funders and corporate partners about your work
- Craft an elevator pitch that invites questions, interest and inquiries into your NSO's / NA's mission and programs

# Avoid the Leadership Paradox



People give to people, not to programs

Donors and funders should give to the organization's mission/programs not to you as a leader



**How do I build relationships with stakeholders so they'll care enough to support us without being personally connected to me?**

# Authenticity

Sincerity

Integrity

Trust



# Impact

## Be the Bridge

- Data
- Stories
- Quotes
- Photos
- What if scenarios





# What If?

# Connection

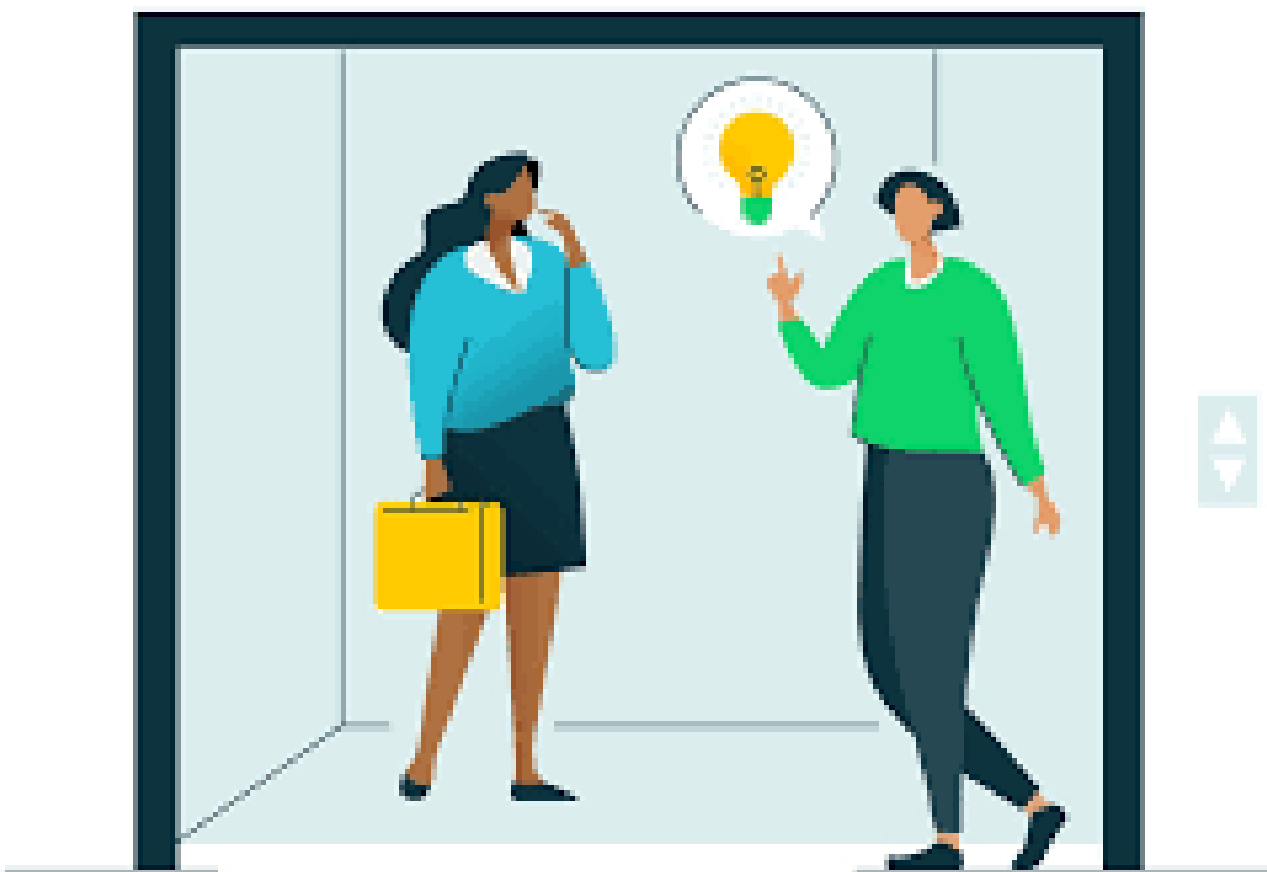


## Elevator Pitch

- Max. 30 seconds
- Name
- Mission/impact
- Invitation



# Connection



Hi! I'm Jessica Edwards, the Chief Development Officer at NAMI, the largest grassroots mental health organization in the country. I'd love for you to join our movement. Here's my card.

Hi! I'm Jessica Edwards. I provide hope so people and families living with mental illness can build better lives. Let's connect so I can tell you more.



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# Putting It Together

# Donor Scenarios

- Have a goal in mind
- Ask permission
- Be curious
- Leave with a next step/s



# Be the Bridge

- Gain new donors
- Retain existing donors
- Sustain interest in your mission and programs



# Questions?



# Contacts

Jessica Edwards, Chief Philanthropy Officer  
Kate Kennedy-Lynch, Director External Relations  
Kalen Mallard, Director Institutional Giving  
Summer Parrish, Director Individual Giving & Development

[jedwards@nami.org](mailto:jedwards@nami.org)  
[kkennedy-Lynch@nami.org](mailto:kkennedy-Lynch@nami.org)  
[kmallard@nami.org](mailto:kmallard@nami.org)  
[sparrish@nami.org](mailto:sparrish@nami.org)