

# Cultivation Role Play



## Values-Based Major Giving Academy

### Scene 1: Fundraiser Jo and Donor Derek Get to Know Each Other

*We're joining the Zoom conversation already in progress.*

**Fundraiser Jo:** It's so great to learn about your family, Derek. And interesting to know that we both have serious soccer players in our families. It sounds like your life is full with your kids and your work at the bank.

**Donor Derek:** Oh, yeah. I keep plenty busy.

**Jo:** That's why I so appreciate that you carved out a half hour to talk with me about the Food Shelf. I noticed that you've been giving for almost 10 years. Clearly this is important to you and I'd love to hear why. What prompted you to start giving and why do you keep giving?

**Derek:** Well, you know, I and my family have been really blessed. We never worry about having enough food. That hasn't always been the case for me, though. When I was a kid, my dad went through a really rough patch – he got laid off and couldn't find a job for a while. It was a scary time. We got through it because my mom was able to get food from the food pantry at our church. She tried to not let on to us that she was doing that, but my sister and I knew.

**Jo:** That must have been really difficult. It sounds like it was an experience that really shaped who you are today.

**Derek:** I guess it did. For years after that, after my dad went back to work and we didn't need to use the food pantry, my mom volunteered there every week. I think she knew how much it helped us and was giving back to help other families.

**Jo:** It sounds like your giving to the Food Shelf is part of the way you give back. Is that right?

**Derek:** It is, to a degree. I don't want any families to have to worry about putting food on the table.

**Jo:** We don't either. At the Food Shelf, we're trying to reach every family that needs us. It takes about \$1 million a year in food and cash to do that. We're also working to reduce the stigma about asking for help – the stigma your mother seemed to feel when she was hiding that your food came from the food pantry from you and your sister.

**Derek:** How are you doing that?

End scene

### Discussion Questions

- What did you notice about this exchange?
- What was Jo trying to learn?
- What are some of Derek's values? How might they be relevant to a future ask for a gift?



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### Scene 2: Donor Sue Wants to Make a Gift

*Fundraiser Chris answers their phone.*

**Fundraiser Chris:** Hi, Sue.

**Donor Sue:** Hi, Chris. I think I mentioned to you last time we talked that we're downsizing, moving out of the home where we raised our children into a condo.

**Chris:** You did tell me that. It's a big step for you. How's it going?

**Sue:** Fine – it's a big job, of course. I'll be glad when we're moved and settled. I'm calling today because we have a nice pool table that our kids and their friends used a lot. We had a lot of fun times with it. We want to give it to you so the young people who come to the youth center can use it.

**Chris:** That's kind of you, Sue. It sounds like the pool table is special to you and brings back lots of happy memories. Your desire to give it to our center shows how much you care for the young people in our program. I know you value ways and places for young people to connect with each other and with adults in the community. We've talked about that a lot.

**Sue:** I certainly do. I so appreciate the work you and everyone at the center is doing for the young people there. Those kids work so hard.

**Chris:** I know you appreciate it. We've also talked about how focus and education are important to you, too. So, I hope you'll understand when I have to decline the pool table. The young people who come here are focused on getting into college. They want us to be here with homework help, other college readiness activities, and to help them with college applications. All that, as you know, takes about \$100,000 a year. While young people like connecting with each other and being in community with other kids who are focused on college, they're not interested in playing pool while they're here.

**Sue:** I suppose that's true.

**Chris:** How does that feel?

**Sue:** It's a little disappointing. My kids so enjoyed this table. I want it to go someplace it will be used and enjoyed by other kids. But I don't want to saddle you with a pool table no one will use.

**Chris:** I appreciate that, Sue. Would you like to hear about another organization in the neighborhood that might be able to put the pool table to use?

**End scene**

### Discussion Questions

- What did you notice about this exchange?
- How would you feel about declining a gift?
- Which CCF principles is Chris acting on?