

COLLABORATIVE

Virtual Sessions



You Don't Know Until You Ask: The Art of Negotiation.

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**If you never ask,
you will never know.**

Act as if.

A silhouette of a person with curly hair, seen from the back, with their right arm raised in a fist. They are positioned against a bright, orange-hued sunset or sunrise sky. The background transitions from a deep orange at the top to a lighter, almost white glow where the sun is setting or rising.

Top 2 goals with negotiation:

- 1. Stay out of the resentment zone.**
- 2. Make the most impact.**

**There is no “one
size fits all.”**



Negotiation Pre-Work



The Art of Negotiation
Salary & Fundraising



Negotiation Practice

Is this true?

*How can I know
it's really true?*

**Our brains are a
thought factory of
stories.**

They'll think I'm greedy.

No one has money to donate right now.

There are no increases this year.

We haven't done anything noteworthy.

I'll just wait until they bring it up. They'll
see our good work.

[PRE-WORK]

FEELINGS create your
THOUGHTS.

THOUGHTS create your
ACTIONS.

NEGOTIATING THAT FIRST OFFER MAKES A BIG DIFFERENCE

No negotiating:

The offer: \$55,000

\$5,000 more!

3% raise each year

After 10 years = \$73,915.40 a year

Negotiating:

Your counter: \$60,000

3% raise each year

After 10 years = \$80,634.98 a year

You earn = \$6,719/yr. for a total of **\$67,196 after 10 years**

75% of donors will keep their plan in place in the first 6 months.

May continue to give monthly for years.

Average one-time gift is **\$120.**

Average recurring gift is \$38/month.
Approximate longevity is 13 months.

\$38 x 13 months = \$494



Classy

The State of Modern Philanthropy

EXAMINING ONLINE FUNDRAISING TRENDS

The Art of Negotiation

[1]

TRACK your **IMPACT.**

SHARE your **WINS.**



What are the migraine problems?

What matters MOST to who you're asking?

What would they pay or donate to make their pain go away?

[2]

Do your research.

1. Use the internet.

Salary: Glass Door. Payscale. Slack Groups like Ladies Get Paid.

Donation: Google. Google Maps. Zillow. Obituaries. Social media.

2. Have virtual coffee.

Salary: Get to know people who work at the org. and ask about ranges.

Donations: Get to know the person you'd like to donate and get a sense of donation ranges.

[3]

Know your numbers.

1. Target number.

What you want to walk away with.

2. Bolstering range.

A range above your target number. Your target number is at the bottom of the range.

3. Resistance point.

Your walk away number. *(Probably not for a donation.)*

[4]

Charmelle

Virtual Sessions

It's not a “no” yet.

What else can you ask for?

Beyond Salary:

- Paid or unpaid leave
- Professional development
- Tuition reimbursement
- Stretch assignments

Beyond Donation:

- Volunteering
- In-kind donation / product / service
- To circle back to them in 3 months

[5]

Know your strategy.

Deflect:

"How much are you looking to donate today?"

Be upfront:

"We are looking for a recurring monthly donation of \$35/month, Sam."

"Lindsey, would you consider a gift of \$10,000?"

+

SILENCE AFTER THE ASK

TIPS:

Wait for a counter offer. Don't lower your ask.

It's okay to say "no" when it doesn't meet your needs.

Just because it may look nonnegotiable, doesn't mean it is.

Do your homework before you negotiate.

Pretend you're negotiating on someone else's behalf (*and you will be if it's for a donation!*)



[6]

There's nothing like practice.

Remember:

You negotiate EVERYDAY in some way.

Role-playing really does help.

Anticipate how the other person will respond & create your responses.

Say to yourself: "I'm GREAT at asking for things." 10x a day.

Go do it. It's not rejection. It's data.
It's learning. The only way is THROUGH.

**I'll be on Slack for the next
half hour.**

Join me for a Brain Date!

Today at 1pm PT



Thanks for having me!

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