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g r o u p

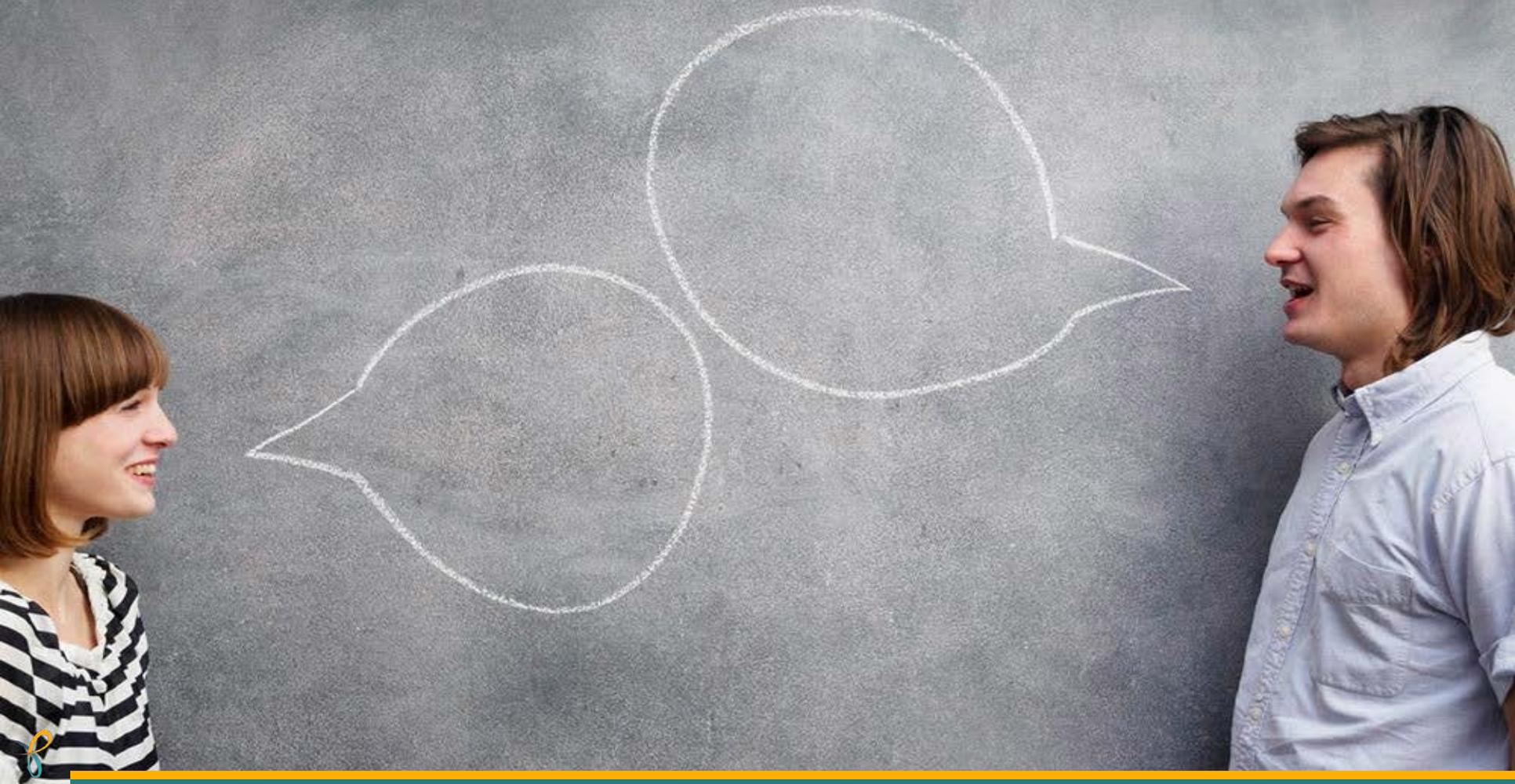
2021 LIFE & LEGACY/Create a Jewish Legacy Leadership Gathering

**Using Presence and Communication
to Secure Legacy Commitments**



We Will

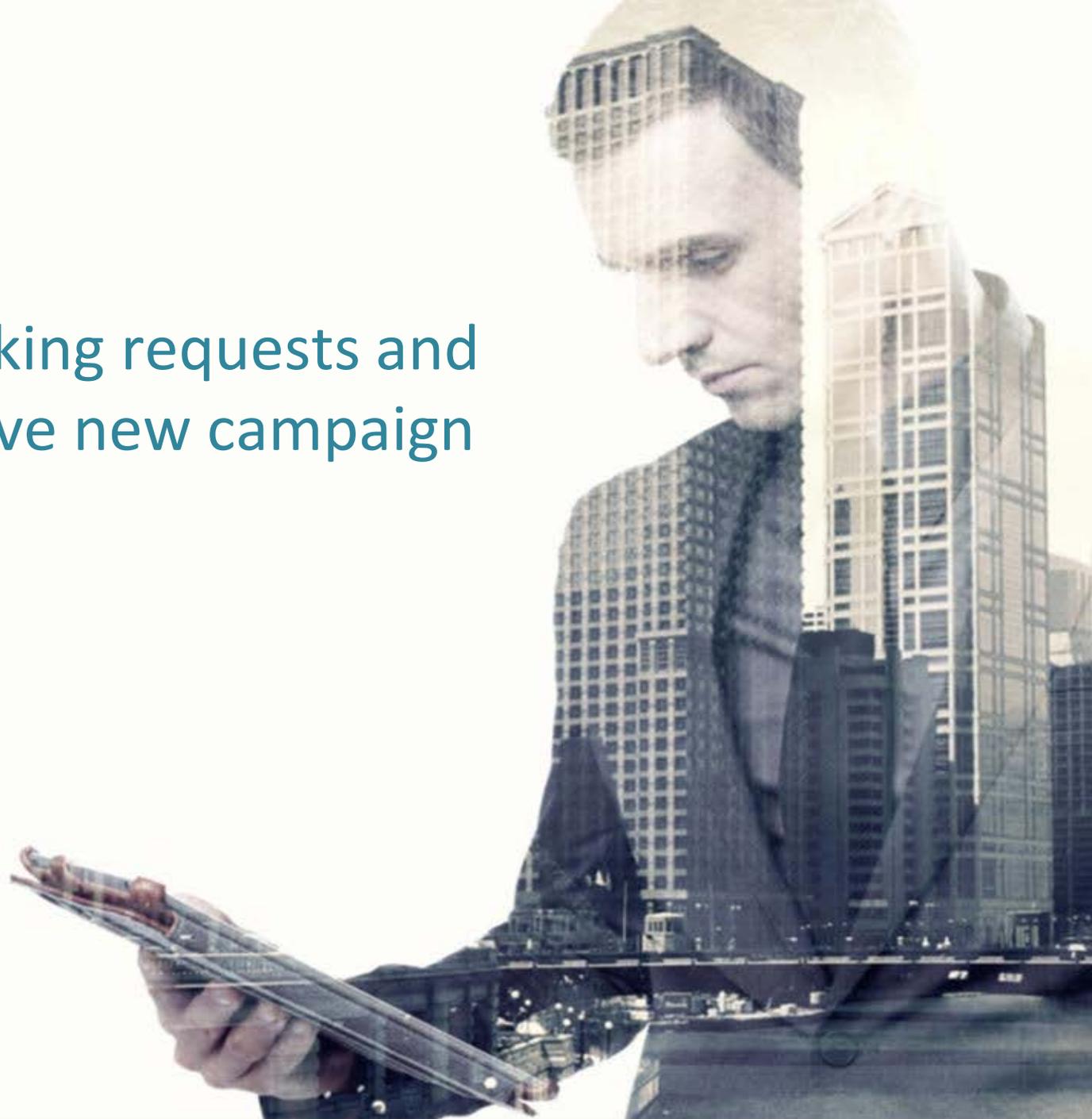
Discuss why effective communication is critical to
your campaign success



Learn Key Distinctions in
mastering the art of
conversation in fundraising



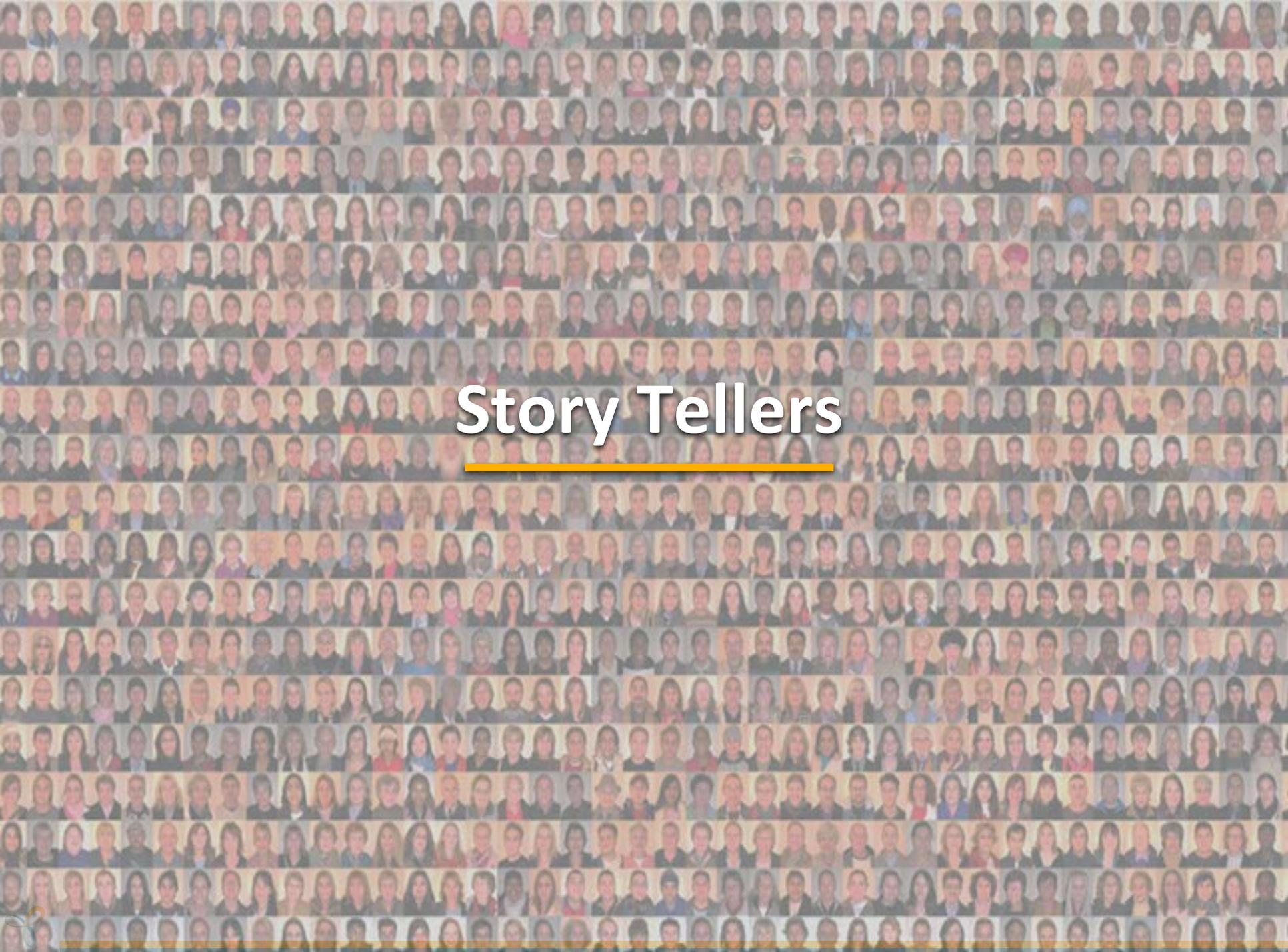
Practice making requests and offers to drive new campaign results



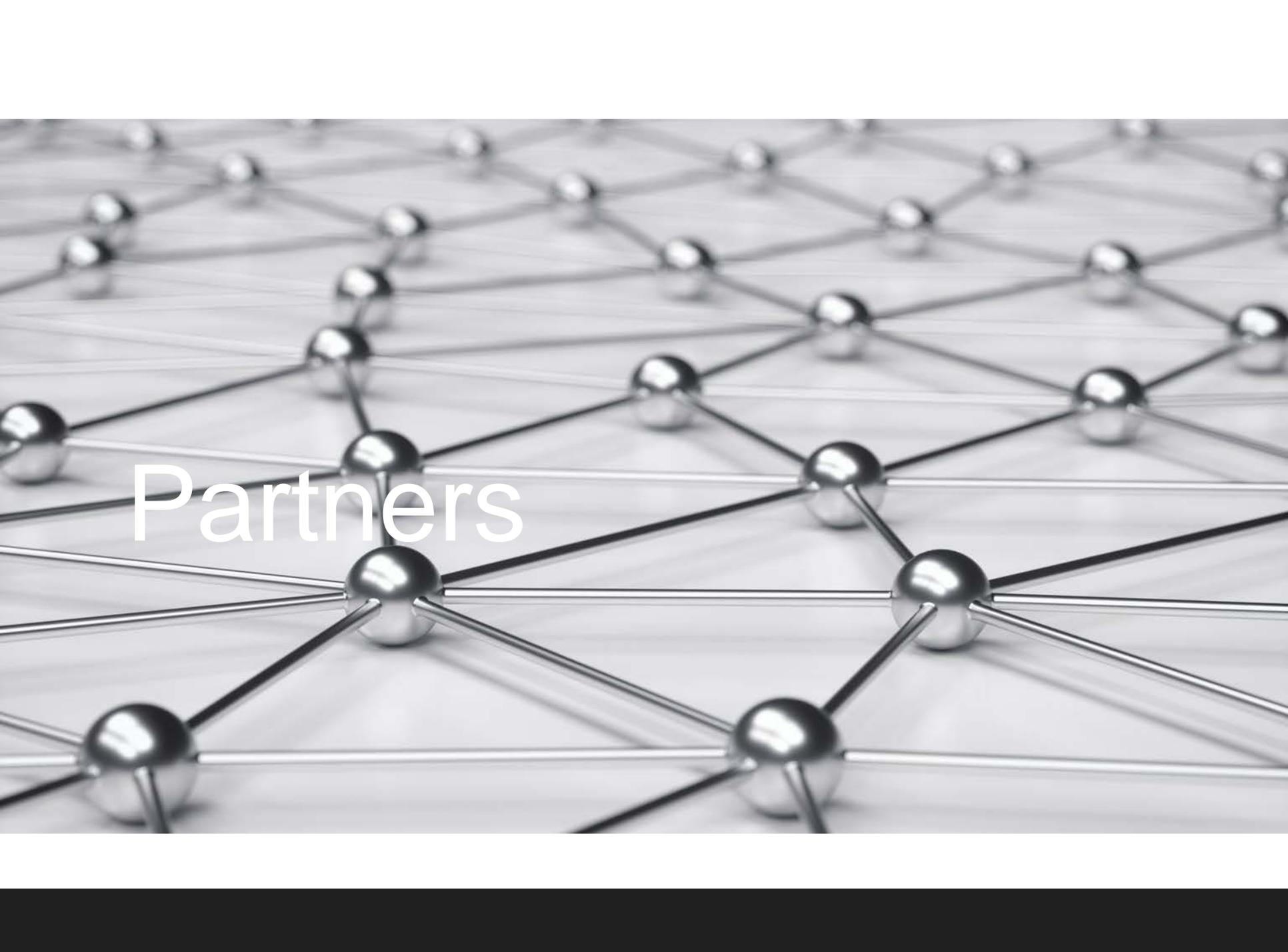
Relationship Builders

(connectors)





Story Tellers



Partners

Fundraisers





Presence Matters

Strong Skill

Leadership presence can be described as:

“The ability to connect authentically with the thoughts and feelings of others, in order to motivate and inspire them toward a desired outcome.”

*- Belle Halpern and Kathy Lubar,
Leadership Presence*



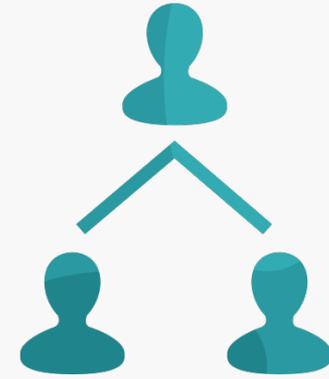
PRESENCE MODEL



AWARENESS



BODY



CONNECTION

Presence comes from within. It begins with an inner state, which leads to a series of external behaviors.



Jewish Perspective and State of Mind

“Justice (teed), justice shall you pursue, in order that you may live and inherit the land that Hashem your God has given to you.”

-Deuteronomy 16:20

“Just as a person lights one candle from another and the original flame is not diminished, so too, we are never lessened when we pass on our eternal ‘flame’ to another person.”

-Numbers Raba 13:19

“If a person convinces another person to give, their reward is greater than when they give on their own.”

-Shulchan Aruch, YD 249:7

“Nothing in life just happens. It isn’t enough to believe in something; you have to have the stamina to meet obstacles and overcome the struggle.”

- Golda Meir

“Happy are those who act justly, who do righteousness (tzedakah) at all times.”

- Psalms 106:3

“A person who runs to do just, good and kind deeds attains life, success and honor.”

- Proverbs 21:21



“It could be said that a great fundraiser is a broker for the sacred energy of money, helping people use the money that flows through their lives in the most useful way that is consistent with their aspirations and hopes for humanity.”

- Lynn Twist



Leadership Lives in Language



How We Speak

What We Hear

What We Say

How We Convene People

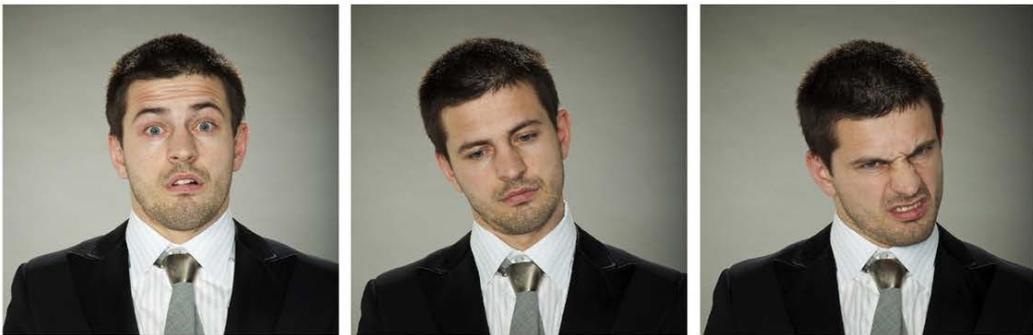
How We Listen

Body Language





Body language



What makes someone credible?

38% by voice tone & tempo

55% by body language

93% of building trust and credibility is communicated through the body

Body Position



Communication and Expressive Language



Listening is 50% or More of the Conversation

- Listening is at the heart of a great conversation.
- Mastering listening transforms your leadership and your life.



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Three Levels of Listening



INTERNAL

All about YOU

Level 1



FOCUSED

Sharp focus on the other person

Level 2



GLOBAL

Hear more than what is spoken

Level 3



Asking Powerful Questions

Many leaders believe that their job is to answer questions, not ask them. Unfortunately, when you hold this belief, you miss out on one of the most powerful conversational moves that is available to us as leaders – the power of questions.



REQUEST

How to Make a Proper Request

A Proper Request Includes Four Elements

WHAT

Saying exactly what you want.

.....

BY WHEN

Saying exactly when you want it.

.....

FROM WHOM

Saying exactly from whom you want it.

.....

CONDITIONS OF SATISFACTION

Saying exactly how you want it, stating your conditions of satisfaction.

.....



The Four Replies

ACCEPT



Accept means the individuals to whom you are making your request agree to take the action you have described in your request, on the terms you stated.

A Counteroffer is a reply in which some aspect or element of your request is changed or modified (and may involve a brief negotiation process).



COUNTEROFFER

PROMISE



A Promise to reply later effectively puts the response on hold to give someone time to consider your request, and possibly time to gather more information in order to make a more informed decision.

Decline means the person or persons to whom you have made your request say no.



DECLINE



Identifying Typical Non-responses

Many replies that you will get and accept if you are not careful are actually vague non-responses

The intention may be there, but you can't be certain unless you get one of the four proper replies.

"That's outside my control, but I'll see what I can do."

"I'll try."

"I'll think about it."

"Great idea."

"I'll look into that."

"I'll make it a priority."

"As soon as I can get to it."

"I'll see what my boss says."



Exercise: Making a Request

**Behind every legitimate complaint, lives
an unspoken request.**

- On the left hand side of this page, write a legitimate complaint you have about some aspect of your work or personal life.
- On the right hand side of the page, transform this complaint into a proper request. Ensure your request contains the four components previously reviewed.

COMPLAINT

REQUEST



Offers



In virtually every situation, what we say about requests can be said about offers.

The difference has to do with who is committing himself to take action and who is doing the accepting/declining.

You can think of work as a “set of coherent offerings”.

Notice how the dynamics and emotions shift between requests and offers.

The Chalmers Brothers:

Language and the Pursuit of Happiness



EXERCISE:

MAKING THE ASK: REQUEST OR OFFER?



A New Thought Habit



Feed yourself positive affirmation.

Adopt a new thought habit.

I need to to this.

I can do this.

I want to do this.

I am this.

SUMMARY OF KEY POINTS

- Leaders use **conversation with mastery** to enlist the engagement, support and action of others.
- Language and conversation **influence** all that we do and what happens.
- Telling the **organizational story** is a key part of the leader's job.
- Leaders make **clear distinctions** about conversation every day.
- All conversations are oriented in time. Conversation in the present and the future will move your organization forward.
- There are **three levels of listening**. The best leaders are able to operate from Level III Listening, in which they can hear more than what is spoken.
- Great leaders make **clear requests** and replies and do not accept a non-response for an answer.

