



# BE ABUNDANT

*Talk about your organization's good work from a place of abundance without going astray of your strategic plan.*

*Don't be Eeyore!*

*Your path to abundance*

## 1. Listen first and then pitch second

When you pitch use positive language:

- **Example of good language** - My organization is tackling climate change and here is how we are doing it...
- **Example of bad language** - Climate change is really horrible and no-one is doing enough to tackle the issue...

## 2. Focus on your opportunities

Be ready with the top one to three short term opportunities that really mean something to your organization.

## 3. Use your strategic plan as a springboard

Use your strategic plan as a springboard not as a weight.

If a donor wants to really help you develop a piece of your work that is outlined in your strategic plan – lean into it.

## 4. Be honest about challenges – but at the end of your conversation

Do not sugar coat everything bring the donor into the problems but it is important you talk about this only after you have talked about all of the exciting possibilities.