

# HOW TO GET YOUR BOSS TO SAY "YES" TO PROFESSIONAL DEVELOPMENT

Non-profits aren't known for their large professional development budgets. Most managers mean well and want to invest in their staff, but resource constraints often get in the way.

Before presenting your request, spend some time thinking about what your boss will be most concerned with. It's probably two things:

1. How will this help us achieve our goals?
2. Cost – how much?

Address those questions head on.

**Suggestion:** If you know you'd benefit from having a copy of *45 Must-Have Email Templates for Gift Officers*, use this script to start a conversation about it with your boss. It's a professional development opportunity – your employer should foot the bill.

And it's an easy case to make! Improving your email communication skills will absolutely have a positive impact on your organization's fundraising.

The vast majority of people who have purchased *40 Templates* have done so using institutional resources, not their own. Don't miss out on this opportunity to boost your skills!

FROM: You  
TO: Your Boss  
SUBJECT: Great prof dev opportunity for the team

Hi [Boss' Name],

"I WOULD LIKE TO..."  
SOFTENS YOUR TONE.

I'd like to ask if I can take advantage of a professional development opportunity I recently came across.

I've been thinking about our discussion from last week's team meeting – I can tell you feel strongly that we need to develop a better major gifts pipeline. I'd like to contribute more to this effort and I found something that would help me do that. Others on the team could use it as well.

A fundraising consultant I keep tabs on recently came out with a collection of 45 email templates for gift officers. They're word-for-word, example emails you can send to prospects to set up meetings, cultivate them for major gifts, deliver proposals, etc. He's done a lot of testing and the samples I've seen are pretty good.

The price (\$47) is right – certainly cheaper than a conference! And it's all stuff we can use right way.

Can I ask [Assistant's Name] to purchase a copy for the team?

If you need more info, I'd be happy to send it along. Or, we can just chat briefly.

Let me know what you think!

- [Your Name]

THIS IS THE ABSOLUTE CORE OF YOUR REQUEST: POSITION IT AS SOMETHING THAT WILL HELP YOUR BOSS SOLVE HER PROBLEMS. IN FACT, ALWAYS BE THINKING ABOUT HOW YOU CAN HELP YOUR BOSS BE SUCCESSFUL - IT'S THE KEY TO GETTING WHAT YOU WANT. WHAT ARE HER OBJECTIVES? WHAT'S SHE MOST CONCERNED ABOUT? IF YOU WANT TO GO TO A CONFERENCE, HIGHLIGHT WHAT YOU EXPECT TO GET OUT OF IT. AND IN PARTICULAR, ZERO IN ON THE THINGS THAT WILL HELP YOU BETTER HELP YOUR BOSS ACHIEVE HER OBJECTIVES AND/OR ADDRESS HER CONCERNS.

PROVIDE BRIEF, BUT CONCRETE A, B, C EXAMPLES OF WHAT YOU EXPECT TO GET OUT OF THE OPPORTUNITY.

CLASSIC PERSUASION TECHNIQUE: CONTRAST YOUR DESIRED OUTCOME WITH ANOTHER OPTION AT THE OPPOSITE END OF THE SPECTRUM.