

The logo for Kent County Senior Millage features the text "Kent County Senior Millage" in a serif font. The text is partially overlaid by a stylized graphic consisting of a green swoosh at the bottom and a blue swoosh at the top, both curving around the text.

# *Kent County Senior Millage*

*“How to Ask For It:  
Tips & Techniques for Funding Request Presentations”*

*Wednesday, August 27, 2008*

*1:15 p.m. to 2:00 p.m.*

*at*

*Fair Housing Center of West Michigan  
20 Hall Street, Grand Rapids*

- I. Preparing for a great presentation
- II. Specific tips for presenting to the Kent County Millage Review Committee
- III. Do's & Don'ts
- IV. Top Ten Presentation Techniques
- V. Questions & Wrap Up

Register at [Registration@aaawm.org](mailto:Registration@aaawm.org) by August 20, 2008. Specify that you are registering for the “How to Ask for it” workshop.

**“How to Ask for It:  
Tips & Techniques  
for  
Funding Request Presentations”**

**Presented by:**

**Anne Ellermets  
Area Agency on Aging of Western Michigan**

**August 27, 2008**

# Overview of Workshop

- I. Preparing for a great presentation
- II. Specific tips for presenting to funding review committee
- III. Do's & Don'ts
- IV. Top Ten Presentation Techniques
- V. Questions & Wrap Up

## I. PREPARING FOR A GREAT PRESENTATION

### A. What is Your Comfort Zone?

- More people fear public speaking than death.
- What can you do about it?
  - [www.grandrapids.dalecarnegie.com](http://www.grandrapids.dalecarnegie.com)
  - Toastmasters Group

### B. Overcoming Speech Anxiety

- Skills Training
  - Memorize your first and last few sentences.
  - Don't fumble with a pencil, watch, or ring while speaking.
  - Don't speak too rapidly.
  - Practice, practice, practice your presentation.
- Cognitive Modification
  - Mentally practice your presentation.
  - Imagine the room where you will be sitting.
  - Visualize actually giving the presentation, the pace, your gestures, where you will be sitting.
  - Think about how your audience will react to you.
  - Think about how you will feel after you sit down.

### C. Cover the Following Points:

- What are you proposing to do?
  - Be creative.
  - Be realistic.
- What is the need?
  - Be factual and specific.
  - Who is going to provide the services?
  - What is their background?
- What do you need funding for?
  - Be respectful of what you are asking for.
  - Use language for lay people.

#### D. How to Organize Your Presentation

- Each presentation should have an Introduction, Body & Conclusion.
- Good Openings
  - Grab the Audience's Attention
  - Startling Questions
  - Challenging statement, quotation or illustration
- Poor Openings
  - Long or slow moving quotation
  - Too long of a self-introduction
  - An apologetic statement
- Good Closings
  - Leave the audience with something to remember
  - A closing is the "clincher," the "result getter"
  - The closing must tie with your opening and purpose
  - A good closing consists of an appeal for definite action.
- Poor Closings
  - A poor closing can detract from an otherwise excellent presentation.
  - A poor closing makes for an unremarkable presentation.

## II. **SPECIFIC TIPS for Presenting to Funding Review Committee**

A. Who makes up the Kent County Millage Review Committee (KCMRC) and the OAA Funding Review Committee

B. What is their role?

C. Anticipate questions

- If you are asking for an increase in funding be prepared to thoroughly explain why you want it and what is the need.
- If your most recent assessment report has findings, be prepared to explain what you are doing to correct it, and what led you to get the findings.
- What are you doing to address any recommendations?
- If you have staff turnover that is affecting the services, explain why.
- If you are overspent or underspent, explain why.

- If your reports are late, why is this happening and how are you going to eliminate this issue.

#### D. How to ask for the funding

- Treat the funder with respect and respect yourself.
- Show that you know your field and what else is being done.
- If you are undertaking something new for which you have no previous experience, then give some evidence why the funder should have confidence that you can do it.
- Give evidence of future support or a realistic appraisal of future fundraising.

#### E. Generic Format to Consider:

- Greet Funding Review Committee and thank them for past (if relevant) and current support – not many providers thank the committee.
- Very brief overview of your organization and services (being cognizant that your Contract Coordinator just gave an overview)
- Focus on your need and what you need funding for.

### **III. DO'S AND DON'TS**

Do:

- First thing – thank the funding review committee
- Be upfront with your challenges
- Advance planning
- Bring notes if you have to.
- Practice, Practice, Practice your presentation
- Show enthusiasm

- Have an organized presentation
- Time your presentation

Don't:

- Sit down and then turn off your electronics
- Don't bring any materials or handouts.
- Don't bring an entourage.
- Don't spend much time on informal pleasantries.
- Don't be late.
- Don't talk loudly outside the room.
- Don't go over your time allotment.
- Don't spend more than one minute telling the funding review committee what you are going to tell them.
- Don't forget about a closing statement.

#### **IV. TOP TEN PRESENTATION TECHNIQUES**

1. Know your P.A.L.  
Purpose:  
Audience:  
Logistics:
2. Pay attention to timing
3. Keep it relevant

4. Push emotional buttons
5. Create user-friendly notes for yourself
6. Practice out loud, and say it differently each time
7. Channel your adrenaline into enthusiasm
8. Deliver with passion
9. Think ahead about all the questions you might be asked
10. Remember, it's about the audience