

# Opening & Welcome!

## PHILANTHROPY

Requires understanding human needs, contexts, and dignity – elements no algorithm can fully grasp.

This uniquely human interaction creates community, builds trust, and affirms our collective responsibility toward one another.



A deeply human exchange that transcends mere financial transactions & embodies our capacity for empathy—recognizing suffering and responding with compassion.

Reflects our innate desire to improve lives beyond our immediate circles, creating meaning through generosity. It transforms both recipient and giver, fostering reciprocal relationships rather than one-sided charity.

# Welcome to the DMAW Next in Direct Workshop!



**STERRIN BIRD, CFRE**

**Attain Partners**  
**Nonprofit**  
**Executive-in-Residence**

## *Known for:*

- Being an **effective change agent**, with an emphasis on human capital
- Creating space for **authentic conversations** with executives and their teams
- Imagining the **power of the possible** when technology is leveraged for engagement
- **Bringing the fun, joy and meaningful connection** that is at the heart of philanthropy

## *Provides Advisory and Consulting Services in:*

Capital/Endowment Campaign Planning | Campaign Counsel | Development Assessments |  
Strategic Planning | Board Development | Volunteer Development | Executive Consultation



## *30+ Years of Experience:*



# The Wingspan Method

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Like a Bird that effortlessly creates lift with each wingbeat, the method harnesses the transformative power of purposeful flight to create expanding waves of impact throughout organizations, where transformation happens  
*Through People, Not To People.*



# The 4P Framework for Sustainable Growth



## PURPOSE: Your North Star

- Do you have a bold purpose for the future?
- Is it something you love to work toward?
- Is it uniquely positioned to your organization?
- Can clients and donors love it too?



## PERSONALITY: Your Distinctive Voice

- Is your communication personality relatable to donors?
- Do donors genuinely want to connect with you?
- Can your messaging speak to donor identity?
- Is your personality distinctive in the market?

## PASSION: The Emotional Engine

- Do you defend your case with stories AND facts?
- Do your purpose and communications energize staff?
- Is your brand deeply emotional?
- Can everyone in your organization tell an emotional story?

## PROPOSITION: The Clear Ask

- Do you communicate need in relatable terms?
- Does messaging embrace both problem AND solution?
- Do you convey genuine urgency?
- Do you make the funding need obvious?

# My Power Audit

Please score your communications (1 = bad, 5 = good)

Purpose	Score	Proposition	Score
Do you have a bold purpose for the future?		Do you communicate need in a way the donor can relate to?	
Is the purpose something you love to work to?		Does it embrace both the problem and the solution?	
Is the purpose something you are uniquely positioned to do?		Do you convey a sense of urgency?	
Is it something the clients and donors can love too?		Do you make it obvious you need more money?	
Personality	Score	Passion	Score
Is the personality of your comms one that clients and donors can relate to?		Do you defend your case for support with stories as well as facts?	
Are your comms something that clients and donors genuinely want to connect with?		Do your purpose and comms energise your staff?	
Can your comms speak to who clients and donors believe they are?		Is your brand deeply emotional?	
Is your personality distinctive?		Can everyone in your organisation tell an emotional story?	

## Keep in touch with Sterrin & Attain



### STERRIN BIRD

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