

Appreciative Inquiry & Fundraising

Disruption, vision, creation.. Oh my!

VFRI July 18, 2018



unicef

The demobilization
of 100's of child
soldiers in South
Sudan.





Used Appreciative Inquiry to pursue sustainable value creation for customers.





Used Appreciative Inquiry to seek out and identify their living values across all of their chapters.





Used Appreciative Inquiry to address sales growth.





Used Appreciative Inquiry to redesign organizational divisions .





Used Appreciative Inquiry to improve customer service.





Used Appreciative Inquiry to increase diverse customers.





Is currently using Appreciative Inquiry to re-design human resources processes, and diversity initiatives.





Used Appreciative Inquiry to redesign interactions between all levels of staff and patients. And created the Center for Appreciative Practices in healthcare.





Used Appreciative Inquiry to increase their positive world benefit through phenomenal sustainable growth.





Save the Children®

Used Appreciative Inquiry to create a youth driven organization where children and youth have a say in and partake in their future.





JOHN DEERE

Used Appreciative Inquiry to to improve cost, quality and cycle time.



Appreciative Inquiry

Appreciative Inquiry is a philosophy and a methodology for positive change. It is founded on the simple assumption that human systems – teams, organizations and people – move in the direction of what they study, what they focus upon and what they talk about with regularity.



8 Guiding Principles of Appreciative Inquiry

The Enactment Principle:

Acting “as if” is Self-Fulfilling

Positive change occurs when the process used to create the change is a living model of the ideal futures.



The Free-Choice Principle

People perform better and are more committed when they have freedom to choose how and what they want to contribute.



Constructionist Principle:

Words Create Worlds

- Reality, as we know it, is a subjective vs. objective state.
- It is socially created, through language and conversations.



Poetic Principle:

We Can Choose What We Study

- Everything is open to interpretation.
- We choose what we see and how we interpret the world as we know it.



Simultaneity Principle:

Inquiry Creates Change

- The moment we ask a question we begin to create change.
- Inquiry is intervention.



Positive Principle:

Positive Questions Lead to Positive Change

Momentum for large-scale change requires large amounts of positive affect and social bonding.



Anticipatory Principle:

Images inspire Action

- ◀ Human systems move in the direction of their images of the future.
- ◀ Pictures & images are more powerful than words.





The Wholeness Principle:

Wholeness brings out the Best

Bringing in all stakeholders together in large group forums stimulates creativity and builds collective capacity.



4-D Cycle

Pre Work

- Select core team
- AI training and overview
- Articulation of the purpose statement
- Selection of affirmative topics

- Create affirmative topics
- Define mini-interview
- Focus themes

Discovery: Root cause of success

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- Craft AI questions
- Develop interview guide
- Create interview plan
- Train interviews
- Conduct appreciative interview
- Disseminate stories and best practice

Narrative analysis

Select affirmative topics

- Define mini-interview
- Identify themes

Destiny: Inspired Action and Improvisation

- Review, communicate what has come out of the design phase
- Generate list of potential actions
- Self-organize for inspired action projects
- Develop systems to support the success of self-organized projects
- Begin systemic application of AI

Discovery: Root cause of success

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Disseminate stories and best practice

Narrative analysis

Design: Giving Form to Values and Ideals

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- ID a meaningful social architecture
- Select relevant and strategic design elements.
- ID organizational design preferences
- Craft provocative propositions

Dream: Visions and Voices of the Future

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- Reflect on a focal question
- Engage in dream dialogue
- Clarify the collective dream
- Creatively enact the dream
- Determine common themes and opportunities
- Create opportunity map
- Document the dream



Activity One- Discovery

Purpose: Interviews of stakeholders are used to determine the positive potential in their organization. The information collected during this time will be shared so what we may learn from one another and bring the best of who we are and how we work.

1. Select an interview partner from your table group.
2. Interview your partner (4 min) using the questions on the table.
3. Interview each other one at a time.
4. Encourage your partner to tell his or her story; drawing him or her out with your positive energy and excitement.
5. Take good notes and be listening for great quotes and stories



Activity Two

Task: Narrative Analysis

Groups of 3-4 people

Time: 2 min per person

Purpose: Identifying the “root cause of success”

As a group share with each other the richest stories , highlights and quotes from your interview. After each have shared, extract the highlights , patterns and themes- exploring deeply all the factors that contribute to success.



Activity Two

Discussion leader:

Ensures that each person who wants to speak is heard within the time available. Keeps group on track

Timekeeper:

Keeps group aware of time left. Monitors reports and signals time remaining to the person talking.

Recorder

Writes groups' outputs on flipcharts, using the speakers words. Ask people to restate long ideas briefly

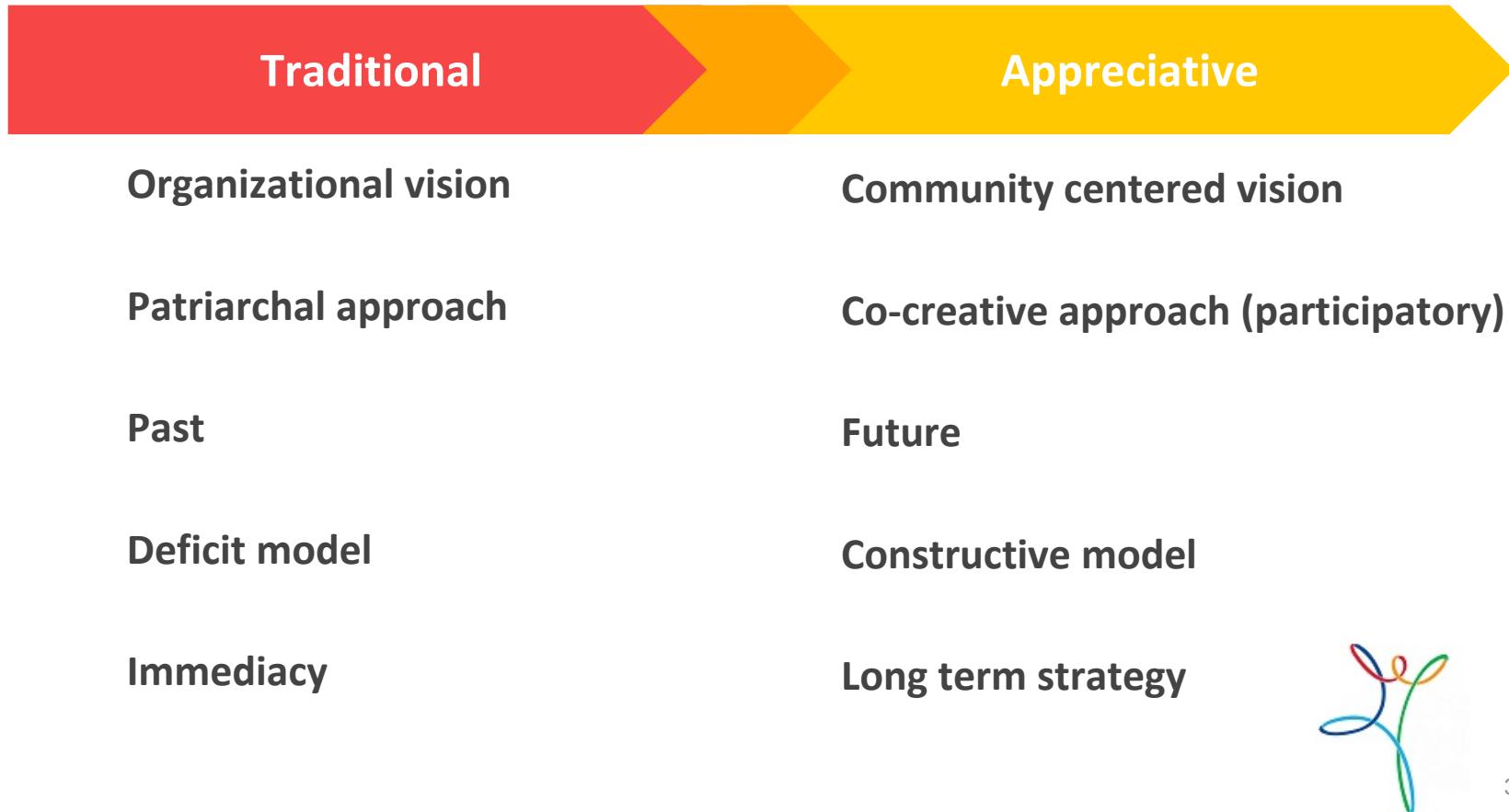
Reporter:

Delivers report to large group in time allotted.



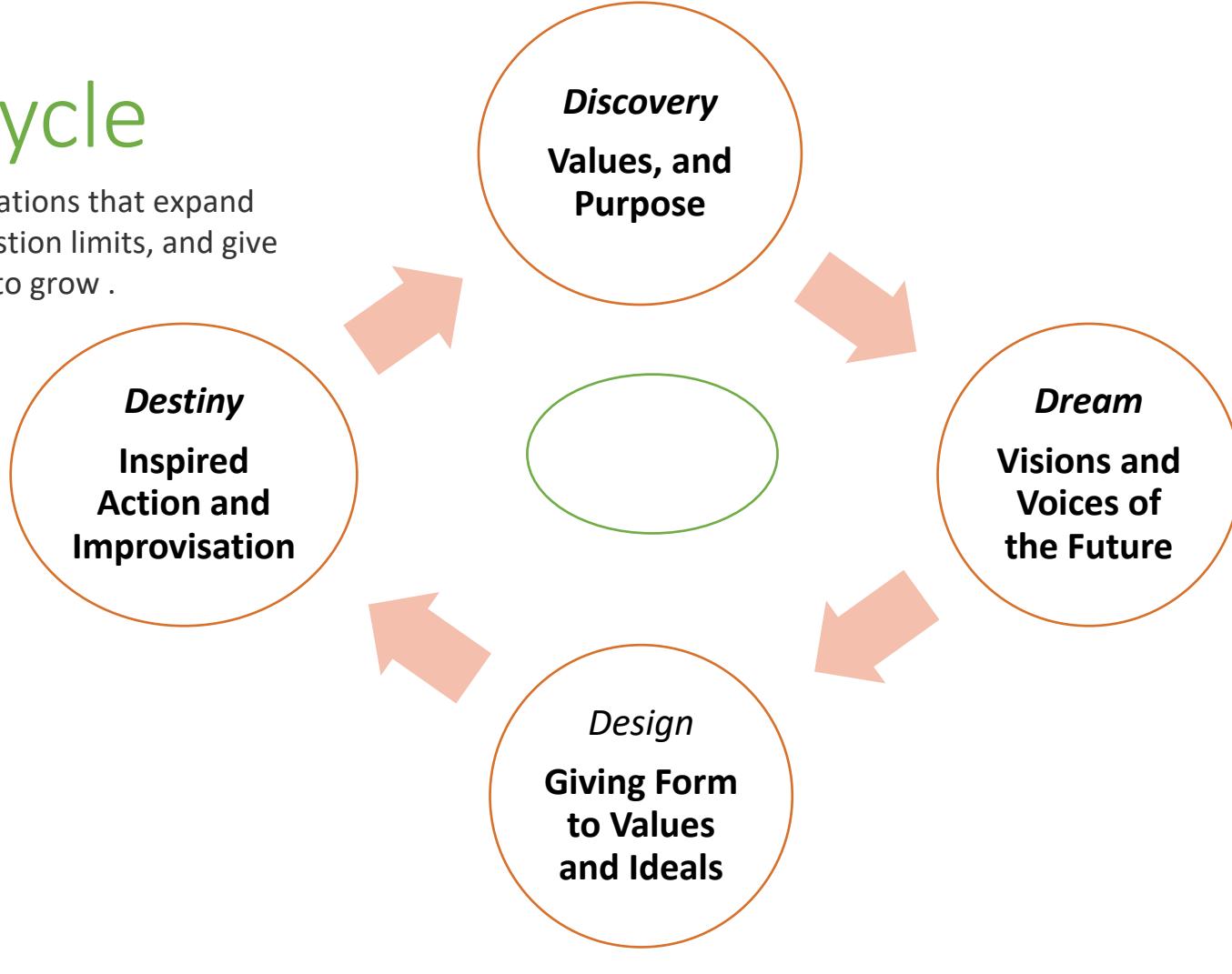
What's this got to
do with
fundraising?

Moving from a model of Traditional philanthropy to Appreciative Philanthropy



4-D Cycle

Creating conversations that expand possibilities, question limits, and give new ideas room to grow .



How can you use it today?

- ◀ Development planning
- ◀ Annual Fundraising
- ◀ Major/lead Gift work
- ◀ Creating a culture of philanthropy -Conversations with donors, program staff, board members .



Appreciative Fundraiser Challenge

- ◀ Change your conversations with donors, program staff, board members.
- ◀ Share your business card with your interview buddy
- ◀ Check in with each other in 30 days and see how its working
- ◀ Please, let us know how it goes.



Thanks!

Any questions?

You can find us at

- ◀ Jcoccilone1@icloud.com
- ◀ alan@themonumentgroup.net



The Best of fundraising:

Discovery Question:

We have all been fundraising for years, many of us at it for many years. But think about your career in fundraising over these years. Tell me about a time when you had a huge success in your work. When a wide range of people were involved. What made that a successful fundraising experience? Who and what was involved? Think deeper, what are all the things that were involved?

Dream: You woke up in ten years and fundraising was exactly like it could be? What is happening? Be specific. What does it look like in your community?