



Barnardo's

SCOTLAND

GIVING CHILDREN BACK THEIR FUTURE

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Testimonial - Brian Halliday Advanced Mind

We were in the early stages of developing a key relationship with a large Bank, Which had already donated £250 000 to our local £1 million appeal. We were about to go in for a further "ask" for continuing support of the project and to develop other opportunities, which the Bank could offer to our cause.

We then worked with Brian Halliday and received two coaching sessions on advanced persuasion skills. Brian's knowledge of the subject and his understanding of the requirements to have excellent persuasion skills in fundraising situation were very insightful. He was able to quickly interpret my needs and those of the team.

We covered various techniques including the persuasive use of body language, gestures and hypnotic language. We also worked on a linguistic structure designed to get full commitment from the Bank to see the projects through to the end. This worked extremely well within the presentation. We not only achieved our objective of commitment from the Bank to stay with us through the complete duration of the project but also the following benefits:

- Letters and standard paragraphs of endorsement from the Bank to enclose with future corporate "asks"
- Direct and correct contacts and warm leads into new potential corporate accounts
- The opportunity to make direct approaches to Bank staff for volunteering
- To be able to have a presence in the head office site for information events
- The Bank has agreed to produce marketing materials for us, at no charge

It takes serious courage to make major fundraising "asks". The input I received has improved my confidence and has been very useful to me and even though I have considerable experience in making successful fundraising approaches, I would countenance the fact that no one is ever too experienced to learn more to develop skills to achieve more successful outcomes.

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