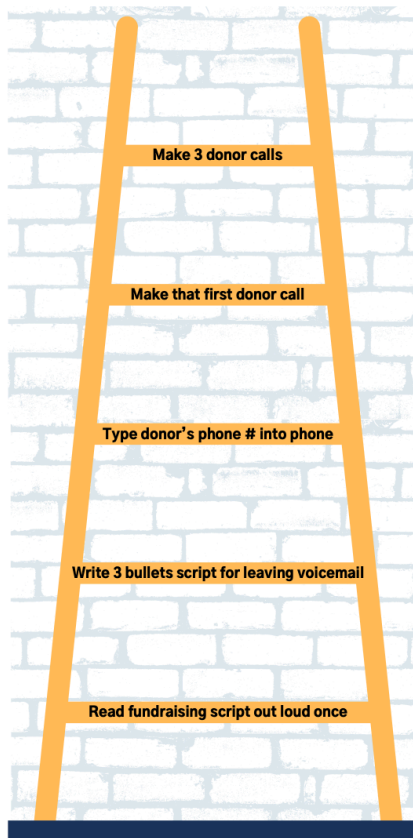


# The Phone Fundraising Coach

## The Fear of Fundraising

In [Winning Edge #20](#), we talked about how to overcome your fear of fundraising using the ladder approach. For things that make us uncomfortable, whether it's heights, a fear of snakes, or a fear of fundraising, often what works to remove that fear is repeated exposure to it. It's called the ladder approach because as you overcome a bit of the fear, you move up a rung of the ladder, and then you push yourself again to go up another rung.

The challenge with anything that we fear or makes us uncomfortable is often what we anticipate the fear to be versus what it actually is.

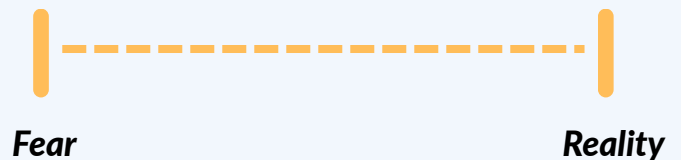


Winning Edge #20

There's a [great video](#) showing a woman who is terrified of snakes and thought that her heart would stop if she was in the room with one. But through a series of repeated exposures in just three hours, she is able to have a snake draped around her neck.

Now, fundraising calls are nothing like snakes, but they do make us uncomfortable. *So how do we get comfortable picking up the phone and making a fundraising call?*

## The Gap Between Our Fear and Reality



Most candidates imagine donors will be annoyed, hang up, or give a tough rejection. But in reality? Most are flattered you called. Many want to help. Some aren't ready right now, but they're polite about it and are still happy you are running. The gap between what we fear and what actually happens is huge.

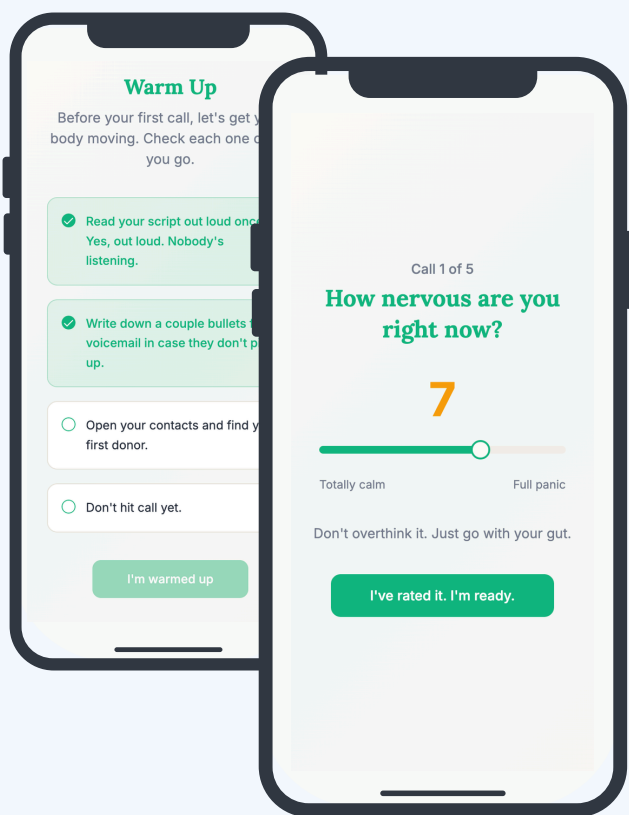
**The key is to treat it just like anything that makes us uncomfortable and increase our exposure to it.** That's why we've created the Phone Coach app.

# Introducing Phone Coach App

**The app is designed with one simple goal: to help you make five fundraising phone calls. That's it.**

Here's the twist: Before each call, you rate your discomfort/anxiety level from 1-10. After the call, you rate how it actually went. Almost everyone discovers their anxiety was much higher than the reality. When you see this gap, the next call is easier.

Along the way, Phone Coach gives you helpful reminders like "Most donors want to help" and other tips. All the data is private and kept on your phone, never shared with anyone. As you make each call, you're helping your brain learn what to expect with a fundraising call. Then, the app helps you identify if there are gaps in how bad you think the fundraising call would be versus what it actually was.



## How It Works

1. Use the Phone Coach app and decide who you'll call for your first 5 calls
2. Before Call #1, rate your anxiety level
3. Make the call using your standard pitch
4. After the call, rate how it actually went
5. Repeat for all 5 calls and watch the pattern emerge

Book a half hour this week and try out the Phone Coach app to help you make five fundraising calls. You'll be surprised how much easier it is and how just doing five simple reps reduces how much fundraising calls make you uncomfortable.

After just five calls, you'll have real data showing fundraising isn't as scary as you thought.

## The Bottom Line

**Fundraising calls feel worse in your head than they actually are.** Phone Coach helps you prove that to yourself in just five calls. Make the calls, see the gap, and watch your fear shrink. One call at a time is how you get better at fundraising.