



PRESENTER



Jessie J. Pridie
Gift Planning Administrator
Mayo Clinic

- Helps benefactors achieve their philanthropic goals by identifying strategic, creative and tax-advantaged gift solutions
- Serves as a consultant and educator on complex gift arrangements, coordinates planned giving communications and serves as co-chair of The Mayo Legacy
- Provides oversight and analytics for the gift planning program to maximize efficiency and prepare for long-term growth
- Joined Mayo Clinic in 2008 and moved into the Office of Gift Planning in October 2013
- Earned BA in philosophy and theology at the University of Sioux Falls in Sioux Falls, SD, and completed MA in philanthropy and development at Saint Mary's University in Winona, MN



1 Set the Stage

©2020 NFMER | slide-8

External Environment





Internal Environment

Trigger

- An event or circumstance that is the cause of a particular action, process or situation

Barrier

- A circumstance or obstacle that keeps people or things apart or prevents communication or progress

©2020 MFMER | slide-10



It was said that Ernest Hemingway had a way of listening with such intensity that the person doing the speaking felt supremely complimented.

©2020 MFMER | slide-11

2 Don't Interrupt

©2020 MFMR | slide-12



“My employer is paying for the surgery. I’m having a speed bump installed between my brain and my mouth.”

©2020 MFMR | slide-13

3

SILENCE

©2020 MFMR | slide-14

4

BODY LANGUAGE

©2020 MFMR | slide-15

5 STAY ENGAGED

©2020 MFMR | slide-16



Listen for New Meaning

Play a Game



6 SLIPPERY WORDS

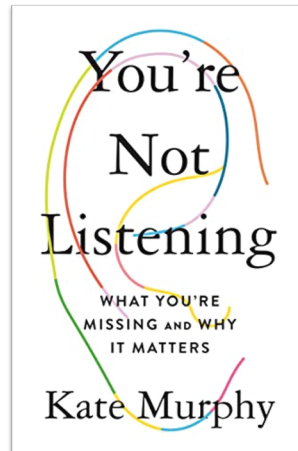
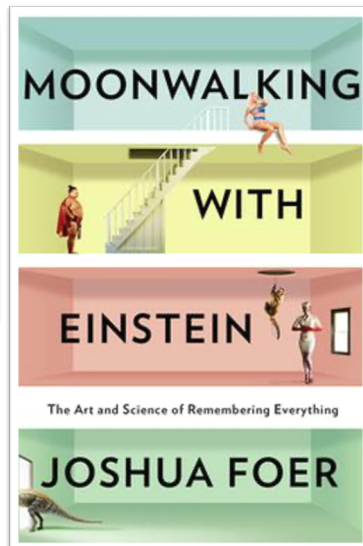
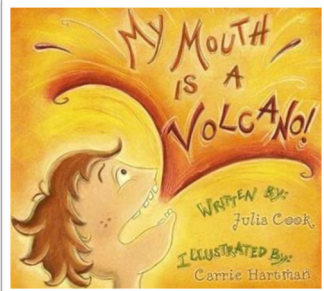
©2020 MFMR | slide-18




7 REMEMBER

©2020 MFMR | slide-20

BOOKS



©2020 MFMR | slide-21



Q&A

Jessie J. Pridie
Mayo Clinic
200 First Street SW
Rochester, MN 55905
507-284-8647
Pridie.jessie@mayo.edu

©2020 MFMER | slide-22

Additional Questions

Jessie J. Pridie
Pridie.jessie@mayo.edu

Jen Lennon
jen.lennon@stelster.com

Nathan Stelster
nathan@stelster.com

www.stelster.com

©2020 MFMER | slide-23

Webinar Resources

Recording

Presentation handouts

www.stelter.com/webinars

©2020 MFMR | slide-24

