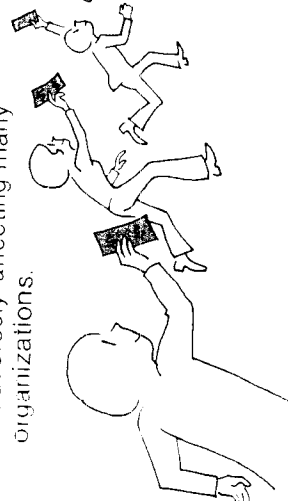


# FUND RAISING

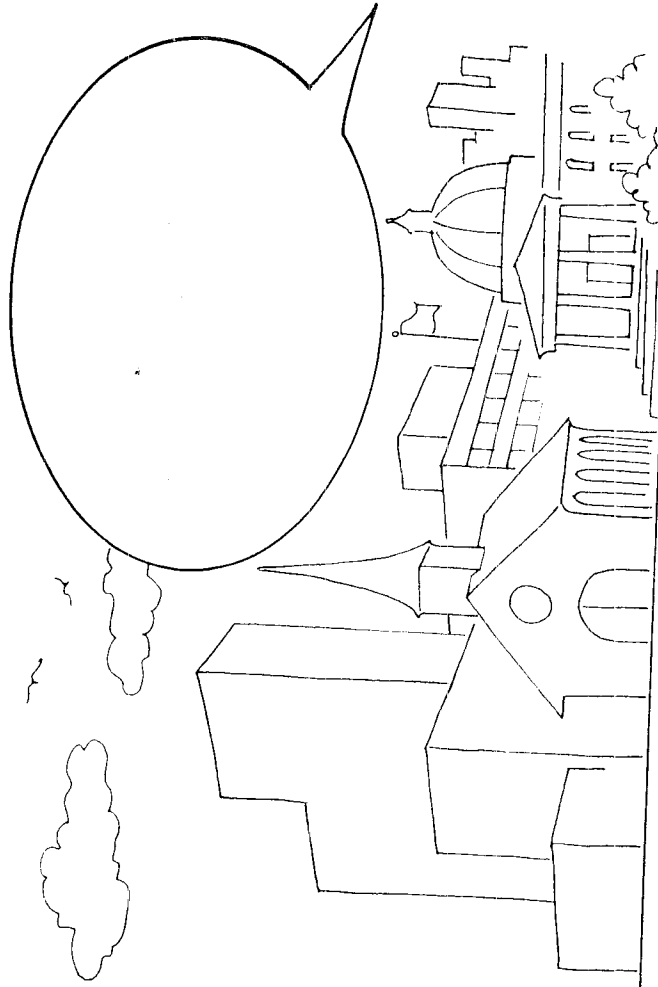
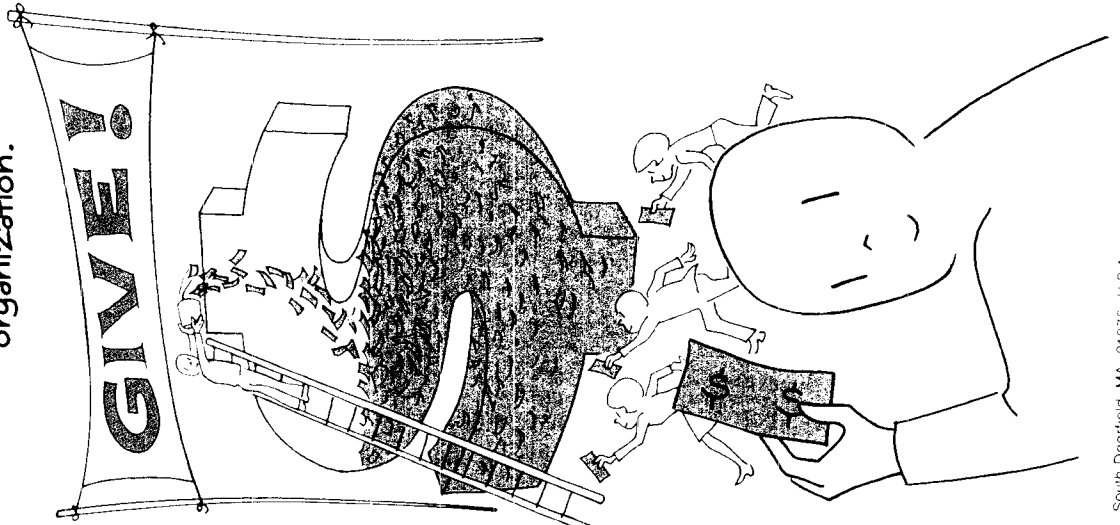
It's  
**ASKING PEOPLE  
TO GIVE MONEY**  
to support the work  
and goals of an  
organization.

Many organizations turn to the generosity of millions of people each year because:

- More dollars are needed each year just to maintain worthwhile programs.
- Although some organizations have dues-paying members, dues alone aren't sufficient to meet all costs.
- Reduced government funding is adversely affecting many organizations.



**THE AMERICAN PEOPLE**  
-- as individuals -- give nearly \$50 BILLION A YEAR to privately-supported groups. That's true generosity!

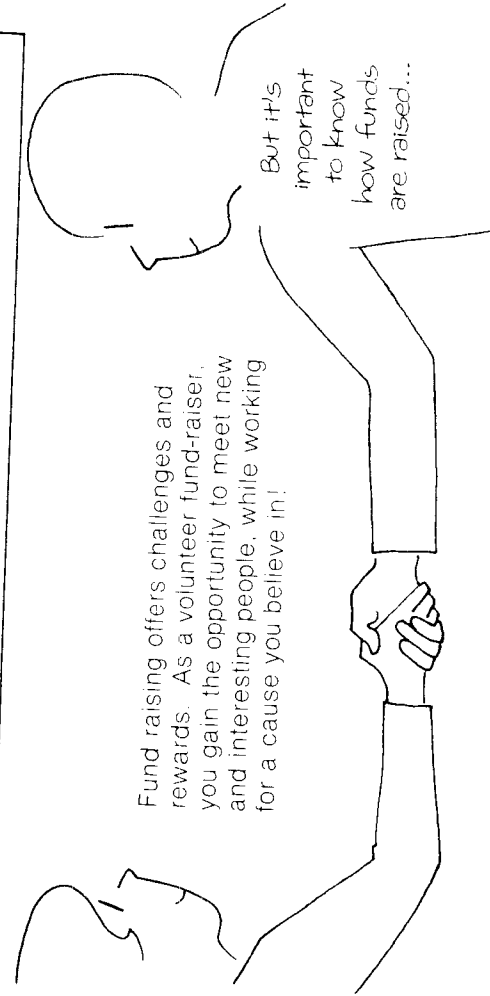


## Because many organizations **DEPEND ON IT!**

Many groups depend on volunteer workers and leaders to raise funds in their communities. Without dedicated volunteers, many programs and activities that are vital to the well-being of our communities wouldn't be possible.

Fund raising offers challenges and rewards. As a volunteer fund-raiser, you gain the opportunity to meet new and interesting people, while working for a cause you believe in!

But it's important to know how funds are raised...



# There are 4 BASIC METHODS for raising money:

## 1 PERSONAL CONTACT

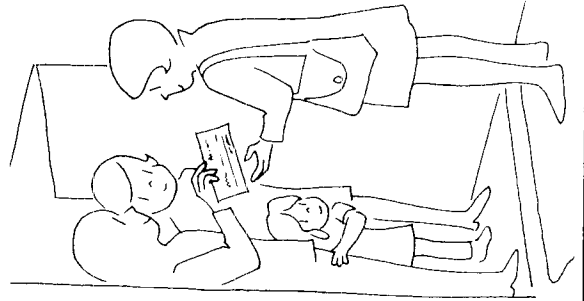
One of the fastest, most effective ways to raise money is to ask for it -- in person. Personal contact may be made through:

Corporations often give money to worthwhile community programs. Contact is made through the company's public relations or administration office.

A small luncheon can provide a pleasant and relaxed setting to meet with a group of prospects and friends and ask them personally for their support.

On a larger scale, a dinner is a chance to inform corporate benefactors and other donors of an organization's program and need for support. Dinners can be especially successful if combined with another event such as a dance, show or raffle.

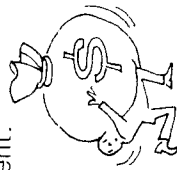
This kind of fund raising reaches lots of people. It's a good way to raise funds, get the word out about a particular cause and find new members. And it offers a profitable return on the time invested. (Local laws concerning door-to-door solicitation should be checked in advance.)



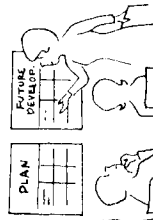
Whether you're a volunteer worker or a campaign chairperson, knowing how to raise money will help you:

## KNOW ABOUT

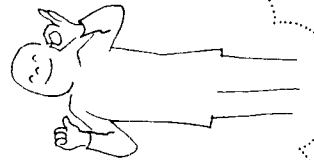
By applying proven techniques creatively, you can increase your chances of success. Money is raised by careful planning -- not by accident.



Fund raising brings people together. Using efficient methods can help involve more people in your cause. You'll be building your organization for today and for the future!



Through fund raising, you'll gain a feeling of accomplishment. Fund raising will boost your confidence, too!



## 2 SPECIAL EVENTS

These are an excellent way to make money, advertise an organization and attract new members, while providing fun for everyone.

Here are some ideas:

### SALES

- rummage sales
- garage sales
- flea markets
- bake sales
- book sales

### AUCTIONS

- goods
- services

### SHOWS

- fashion shows
- talent shows
- antique shows
- arts and crafts shows

### MARATHONS

- walkathons
- swimathons
- bike-athons
- telethons
- radio marathons

### SERVICES

- catering
- car washes
- odd jobs

### SPORTS EVENTS

- games
- tournaments
- lessons

### EATING EVENTS

- pancake breakfasts
- spaghetti suppers
- box lunches
- potluck dinners

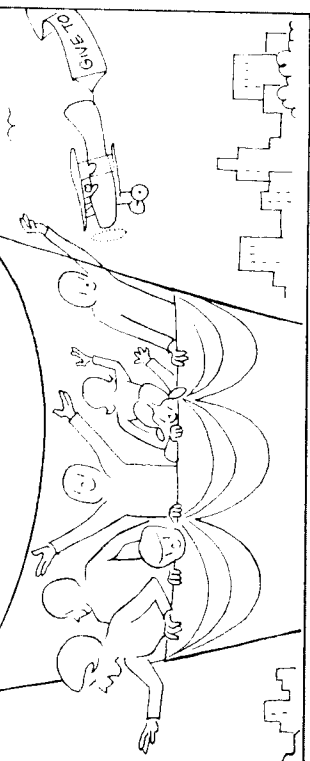
### SOCIAL EVENTS

- parties
- dances
- concerts

### PUBLICATIONS

- regional cookbooks
- how-to books

Be sure any necessary permits have been obtained before the event.



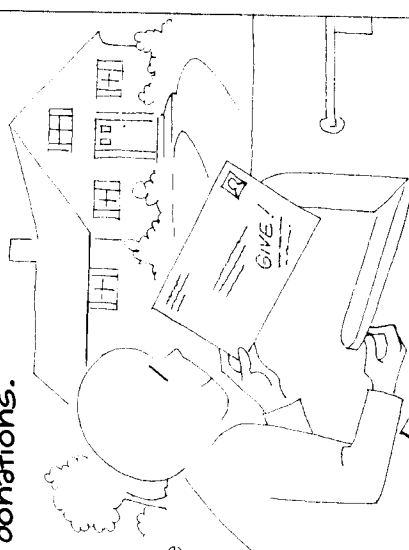
## 3

This method uses the mail to appeal to individuals for donations.

It can reach:

-- people who've given to the organization in the past.

to increase the number of contributors and dollars given.



**SUCCESS depends on your:**

An up-to-date list of prospects is necessary. These can be developed from personal contacts.

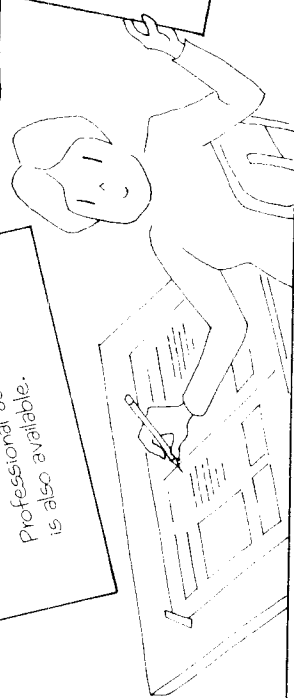
Lists can also be rented. Information on these can be found in "Direct Mail List Rates and Data," available at most libraries.

Professional advice is also available.

These should be direct, intelligent and to the point. The more personal receive. Attractive graphics are a good way to get (and keep) the prospect's attention.

The post office can supply information on regulations for bulk mail rates, etc.

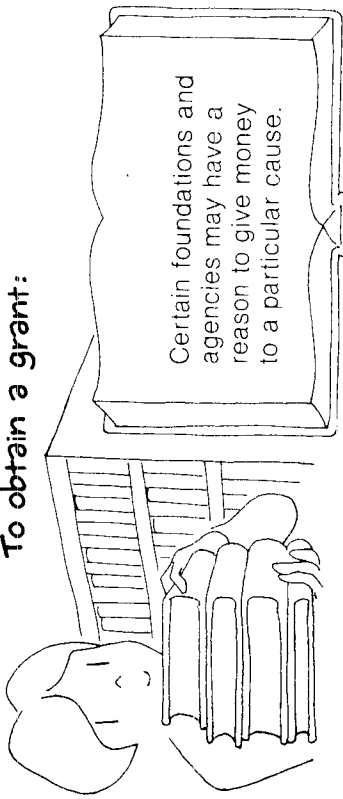
**Direct mail can be expensive, but it works!**



4

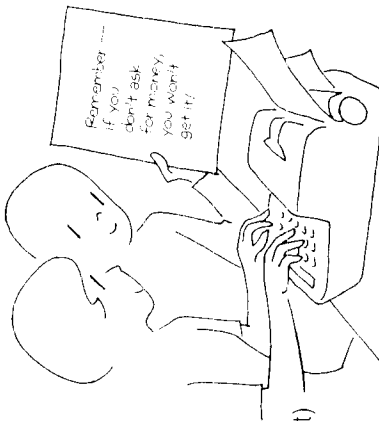
may be available from foundations, corporations, or local, state and federal governments.

To obtain a grant:



It takes planning, patience and strong writing skills. You must:

- ESTABLISH the group's credibility
- CONVINCING readers that a problem needs to be solved
- SET specific goals
- DESCRIBE how goals will be met (and why a particular solution is best)
- DESIGN a way to measure success.



**PROFESSIONAL FUND-RAISERS**

are consulting firms that help organizations plan and direct large campaigns. They can help:

- SET realistic goals
- CREATE an overall strategy for raising money
- DIRECT special events
- DISCOVER the group's strengths and weaknesses
- MONITOR progress
- ORGANIZE volunteers, records.

It can be donated in many ways, including:

An outright gift of cash can be used to meet all kinds of goals right away.

Donors match a certain amount of money your organization has raised from other sources.

An individual or organization pays all or some of the cost of a particular fund-raising effort.

This is another way of donating to an organization. It can be done in several ways. Donors may gain tax advantages through deferred giving.

A pledge is a promise of a donation at a later time. It's a popular way to ask for money because donors may be apt to give a larger sum of money if they can pay later (or pay smaller amounts over time).

Similar to a matching gift. A donor agrees to give a specific amount of money if your organization meets a specified fund-raising goal.

These are donations of merchandise or equipment. They're especially useful if you can use them or resell or raffle them at a good price.



Ask your organization what types of gifts you may accept.

# HOW TO ASK

# FOR MONEY

before meeting or calling prospective donors.

when speaking with a prospect. With faith in yourself and your cause, you'll be able to sell your program successfully.

## PROGRAMS

Be able to answer questions about your group's programs and goals. For example, be prepared to explain why money is needed and how it will be spent. Rehearse answers with a colleague.

## GIVING POTENTIAL

Study donor files, if available, so you know each prospect's history of donating gifts and/or services to your organization.

## INTERESTS

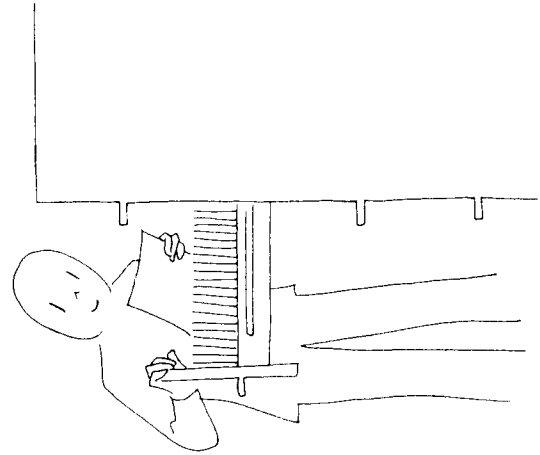
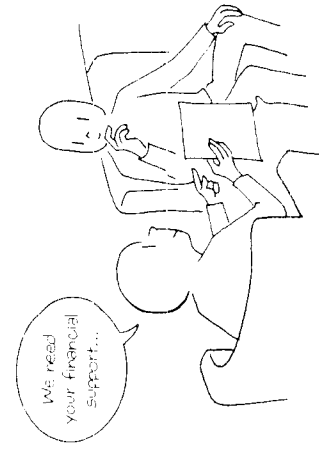
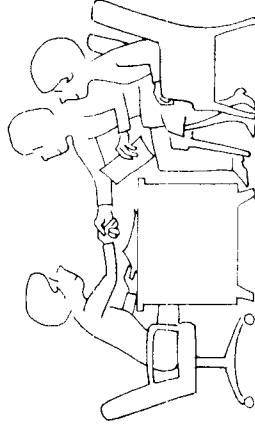
Find out each prospect's special interests and the kinds of activities he or she is involved in. Be prepared to discuss this information.

## FUND-RAISING POLICIES

Be sure you know your group's dollar goal, fund-raising timetable and method of giving recognition to donors.

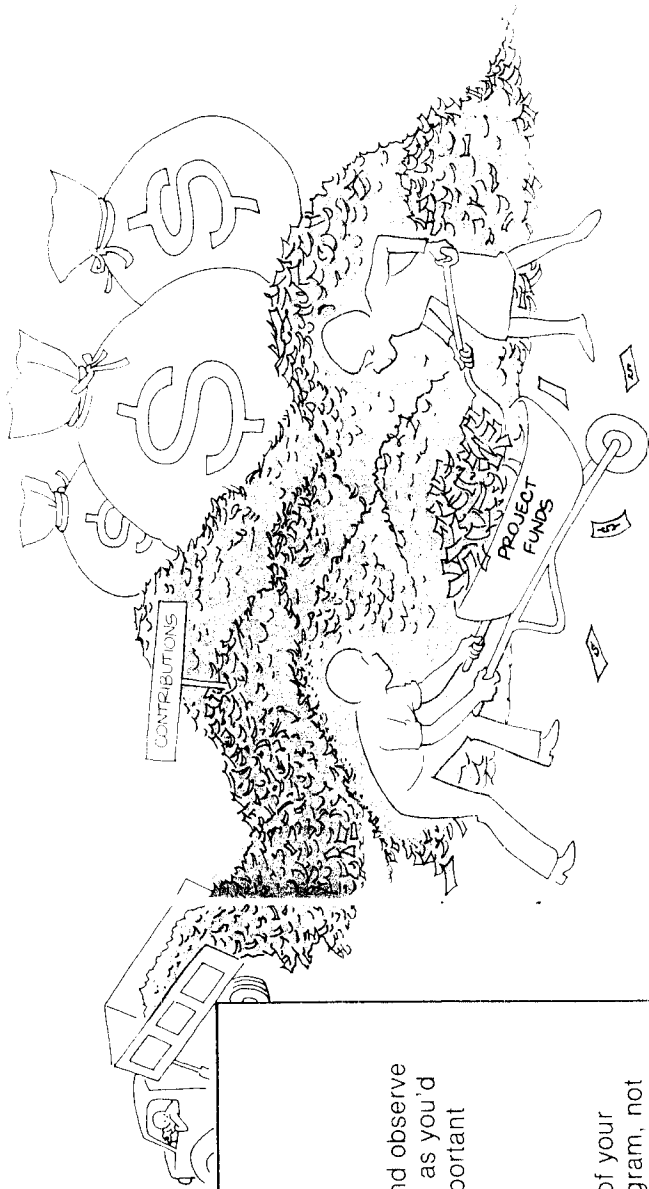
- Allow enough time to get acquainted.
- Describe your organization's programs and how they benefit others.
- Learn your prospect's feelings about your organization and his or her interest in giving. Listen carefully.

- Talk about the funds needed and the importance of your prospect's gift.
- Ask for as much money as possible. Make your request sincerely.
- Don't be afraid to mention your own commitment -- in time and money -- to your cause.



## SOME TIPS FOR OVERCOMING SHYNESS

- Remember that you're asking for money for a worthwhile cause. Consider how your cause would be affected if no one asked for donations.
- Concentrate on the subject and your approach, not on your fear.
- Don't be discouraged by refusals. A "no-sale" may only be temporary. And, it's not a personal rejection of you.



**BE COURTEOUS**

Dress appropriately, be on time for appointments and observe protocol in addressing the person. Treat him or her as you'd enjoy being treated. Remember those two most important words, "thank you."

**INVOLVE YOUR DONOR**

Make each donor feel that he or she is a vital part of your cause. Emphasize the worth and value of your program, not just its need for money. Always try to ask for a specific amount.

**USE THE PERSONAL TOUCH**

People appreciate -- and respond to -- individual attention. Try to ask for money in person rather than by telephone. Follow up visits and phone calls with a personal note.

**KNOW WHY PEOPLE GIVE**

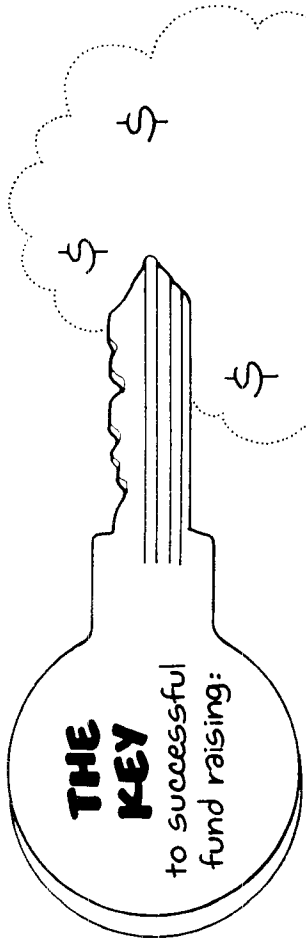
People give for all the reasons you can imagine. Many give because they share an appreciation for the value of a cause. Make your prospects feel good about giving to your program.

**UNDERSTAND TAX ADVANTAGES**

Be prepared to explain tax advantages to be gained from donating to your organization. Charitable gifts are tax deductible in most cases.

**SOME DON'T'S**

- DON'T RUSH**  
or pressure your prospect. Don't oversell.
- DON'T PRETEND**  
to know all the answers. If you don't know the answer, tell the person you'll find out and get back in touch.
- DON'T PRESUME**  
that donors know about your organization's achievements and successes. Inform them.
- DON'T STEREOTYPE**  
people or take anyone for granted.
- DON'T ASSUME**  
that people will say "no." Be confident!



Be proud of your organization -- its work and its goals. And, remember -- fund raising is both:

Raising funds requires intelligence, concern, hard work. It takes a special person to motivate and inspire others to make meaningful donations. Be proud of your success. It's an outstanding personal achievement.

As a volunteer fund-raiser, you have the chance to meet interesting people. You get the chance to talk with others about a cause that deeply concerns you. In the process, you can improve your interpersonal and communication skills and build confidence.

Your know-how can:

- FIND** more people to support your cause
- RAISE** more money in less time
- HELP** your organization reach its goals.

