Fundraising 101

Cultivate before asking!
- People who don’t know you or your nonprofit agency probably will not give.
- Cultivate potential donors through special events, receptions, opportunities to meet leadership, tours, house parties, lectures, etc.

Think of the needs of the donor!
- Your need for money will not motivate a donor to give; your provision of service to meet clear community needs will.
- Help fulfill the donors own personal mission. Find out how you can help them express their values, advance their own aspirations and through your work have emotional fulfillment.

Personalize your solicitation!
- People give more the more personalized the approach.
- Personal calls raise more than phone calls. Phone calls raise more than letters. Personalized letters and handwritten notes raise more than form letters.

Identify your “Hot Prospects”…it’s as easy as ABC!
- Ability to give + Belief in your mission + Committed to giving money away + Contact
- Four “Hot Prospects”: 2 will say “No” and 2 will say “Yes” (one will give at a lower level than you requested)

Raise money from the inside out!
- Start raising money by asking the Board to give first.
- The one who asks must first give. “Actions speak louder than words.”

Raise money from the top down!
- Large gifts set the pace and build confidence, excitement and momentum.
- 50%-70% of the contributions comes from the top 10 donors.

Develop a strategy you can accomplish!
- Aim for success. Don’t overreach.

People respond to people! The secret to a successful “ask” is the...
Right prospect asked by the...
Right person in the...
Right way at the...
Right time for the...
Right request in the...
Right amount.