

# Fundraising 101

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## **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.