



Engaging Everyone in Fund Development (Revision date 1-12-2013)

There is no greater strength in fundraising than a committee that is ready and willing to lead. There is no greater weakness than one who sees fundraising as someone else's responsibility.

As we start the process of a fundraising campaign we need to all be committed to this responsibility and be willing to also recruit additional members to help raise funds. However, it will be the leadership committee that the entire organization will draw upon to make or find lead gifts.

While there are challenges in building a Fundraising Board & Organization, it will become necessary on some level as you move forward with your group.

Some challenges you must face:

- Overworked board members
- Time and planning required.
- Having clear plans (i.e., do more marketing, development, putting on events).

When it comes to fundraising campaigns, we need an attainable goal, a plan for getting to that goal, and the tools to execute that plan. Everyone connected with the campaign needs to be aware of that goal, including prospective donors.

We should not try to tell prospects what to give because that will create a great deal of resistance. Yet setting a personal goal for all prospective individual donors and allowing them to see how they fit under the umbrella of that goal is an important element.

If we are to have a realistic chance of succeeding, we must:

- Rate and evaluate each prospects' ability to give.
- Seek a realistically large - hopefully the maximum - potential gift.
- Provide the donor with a suggested gift amount.

Avoid saying:

- "Give what you can." Saying that to a multimillionaire is silly.



- Also, you don't want to judge others' passion by your budget. Things that you may contribute to may be different than someone else.
- "Give what you're comfortable with." People can be comfortable with \$10 when you need \$100.
- "We would appreciate a gift in the range of \$___ to \$___." This shows that you haven't determined what your real need is yet.

You should always suggest a specific number and that number should be presented in a way that is neither annoying nor demanding. There is only one person who can and will decide the size of the gift - the individual making the gift.

Some key concepts to guide your work:

- People give because you meet their needs, not because you have needs.
- A gift to your organization is a gift through your organization into the community (the organization is not the end user of the gift – it is the investment vehicle).
- The Mission inspires us while the visions and dreams guide us.
- All philanthropy is based in (shared) values and is increasingly about issues and impact not end use of gift.
- Fundraising is not about money, it is about relationships (based on shared values) come and consider a request made that way.

General Guidelines, Duties and Responsibilities of Committee:

- Participates actively in carrying out the mission.
- Participate in the establishment of forecasts and evaluation of fundraising potential by rating prospects.
- Provides leadership and involvement to other members who are interested in helping.
- Is also willing to give and support as capable of doing.
- Prioritizes the group's needs and does what is necessary to meet those needs as their time permits.
- Initiates other helpful advice and counsel to help meet and exceed the group's objectives and goals.



- Promotes a positive endorsement and attitude to the community at large regarding the organization.
- Provide ongoing follow-up with other committee members.
- Ensure proper donor recognition by reviewing the gift acknowledgments.
- Motivators for Individuals and Businesses.
- Philanthropic Nature: Giving fulfills a human need to be of service.
- Good Citizenship: Involved and caring residents of a community are committed to improving its quality of life (community and/or country).

Prospective donors will give when they have been convinced of the value and need for their gift, when they are personally asked, and when the solicitation comes from the right person - someone they respect and who can make a strong, credible case for support.

It comes down to knowing that fundraising is not just raising money, it is raising friends. People who do not like their organization will not give to it. People who know little about the organization will give little at best. Only those people who know and like the organization will support it. If they raise friends they will raise money.

Instructions for Solicitation:

Contact the prospect by phone, in person, or with a solicitation letter to set a time and date. Convey enthusiasm when speaking about your involvement with the group and the fundraising campaign and avoid going into too much detail about the funds needed at this time. You could respond that you are there to just tell him about what you are involved in and why. Make it fun and enjoyable and don't expect him/her to pull out the checkbook on the first contact.

Review all of your materials that you will be taking with you and be sure that you have a complete amount of information for them. Be fully informed and prepared to make the case and to answer all questions.

Talk about their professional and personal interests first to connect and establish rapport. Work the fundraising program in slowly, citing your own personal involvement and commitment and the value of the group to our community and country.

Ask your prospect to consider their support by either making a pledge in the suggested amount that you provided. He/she will then know the exact amount we would like his/her gift to be to help us meet our goal.



Follow-up is an essential element that cannot be ignored:

After your visit, follow-up with a phone call or personal visit. Ask if they have considered your request. Never leave it up to the prospect to take the initiative.

Complete each visit with a personal note of thanks from you.

Hand written "Thank You" cards need to be sent each time a "prospect" gives you his/her time and especially after each and every donation (whether it is \$1 or \$10,000).

- One that keeps them inspired and shows your appreciation.
- Make statements with value –perpetuity (those here & yet to come).
- Add your mission statement and make a value statement as to how you treat each other.
- Include your group values.
- Keep the in the loop and update them on what you are doing.

Gift Acknowledgments

Quick acknowledgment shows that their gift is appreciated and that the group is efficient. That acknowledgment should be in the form of a personalized letter from the leader of the committee or group with our letterhead.

Sample letter:

Dear _____:

(Person's name) has forwarded your check for \$_____ to me for our fundraising campaign. I want to let you know how deeply we appreciate your generous gift. The money we are raising during this year's campaign will allow us to fund the major events that have been schedule, provide education for those volunteers and additionally, seed money for some of the smaller groups who need funds to carry on their group operations.

Thankfully, because of your help, our goals will be achieved. Enclosed, you will find (gift) as a thank you for your unselfish support.

We look forward to working with you in the future.



Sincerely,

Your Name and Title

Things To Remember

Philanthropy is based in values. Development uncovers shared values. When presenting an opportunity for donation to your cause, make it exciting and challenging. Fund Raising gives people opportunities to act on their values and create partners for positive change in their community.

No one wants to donate to:

- Pay off a debt
- Help you purchase merchandise to offer for a donation
- Reimburse you for gas
- Put locks on your doors

What they will donate for:

- Something that shows vision
- A bus tour
- A rally
- A Get Out The Vote Campaign
- Radio Show
- Issues that they care about
- When they can measure the difference their dollars will make
- They buy into what YOU do

Fund Raising gives people opportunities to act on their values and create partners for positive change in their community. If people aren't engaged they will not give as generously. True fund raising is about building relationships.



Trust and Accountability

- Be an open book if they ask for records to show where you are and where you have come from.
 - You should always be ready to show your financials to anyone who asks.
- Know your donors and keep in regular contact with them.
- Never neglect to acknowledge each donor no matter how big or small.
 - One may give you a thousand dollars from his abundance.
 - Another may give you three dollars from her poverty.
- All of your board members should be aware of your donors so they too can acknowledge them.
- Know what your donors care about and acknowledge them when you can.
- Allow your donors to provide you with feedback from their perspective.

Key Aspects of the Solicitation

- A team of the two meeting with the prospect(s) provides greater ease with one or two prospects and should always be done face to face.
- Listen, question and handle objections.
- Define the problem.
- Be precise with statistics. No embellishment or exaggerations. Your credibility is on the line here.

Elements of the “Ask”

- Your opening will begin with chit, chat but keep to the purpose of the visit and keep it brief.
- You will gain their involvement when you ask open ended questions. Follow the “two ears & one mouth” rule and allow them to talk about themselves and their involvement in group.



- Ask open ended questions that can't be answered with a "Yes" or "No".
 - "What is your impression of....?"
 - "What is your chief concern....?"
- Explain the "FBQ" (features, benefits, questions).
 - What results can they expect to see from what you are asking them to support?
- Share the vision and the dream.
 - "We hope to reach every in the state with this effort."
- Close by asking for a specific amount and be silent.
 - Confirm how the gift will be made or what follow up is needed if the person needs time to think about the request.
 - What can they give?
 - You should have already done your research on their other giving in community.
 - Never leave a pledge card behind.

Remember that those who give want to be appreciated. They want to see leadership in the group and its representatives. They want to know how their money is being spent.

People still make a difference because they believe in the cause. You can't program "care", "belief" and "passion". They need an "experience" with your organization, its issues and the people within your group.

83% of all money that come in is from individuals and only 6% from foundations. It is the individual that will make the difference in your fundraising ability.

Never forget to thank and appreciate your donors. They are the fuel for your car to move forward. They are worthy of your respect and recognition. 57% of your donors will drop when they no longer feel connected. You can't afford to let that happen.