

Fundraising

What is fundraising?

Fundraising is the process of collecting money as donations, for a cause from individuals and businesses.

At the most basic level, fundraising is about asking people for money.

Most important things you need to know about fundraising

- **If you want money you have to ask for it**

Most people will not think to give you money unless you make your needs known. They have no reason to think your group needs money unless you tell them, the same way they have no reason to know if you are hungry or unhappy or needing advice. When people are asked why they made a donation to any group, the vast majority will say, "Because someone asked me," and when people are asked why they didn't give, the vast majority will say, "No one asked me."

- **Thank before you bank**

Once you receive money, you must thank the person who gave it to you. Thank-you notes do not need to be fancy and should not be long. If at all possible, they should include a personal note, even if it is from someone who doesn't know the donor

- **Most money comes from people and most of these people are not rich**

There is no significant difference in giving patterns by age, race, or gender. Too often, people think they can't raise money because they don't know any wealthy philanthropists. It is a great comfort to find that the people we know, whoever they are, are adequate to the task. Seven out of ten adults give away money. Focus your work on these givers, and help teach young people to become givers, too.

- **People have the right to say no**

No one is obligated to support your fundraising initiative. People say no for all kinds of reasons: they don't have extra money right now; they just gave to another group; they don't give at the door, over the phone, by mail; a serious crisis in their family is consuming all their emotional energy; they are in a bad mood.

- **To be good at fundraising, cultivate three traits:**

First, a belief in the cause for which you are raising money and the ability to maintain that belief during defeats, tedious tasks, and financial insecurity; second, the ability to have high hopes and low expectations, allowing you to be often pleased but rarely disappointed; and third, faith in the basic goodness of people.

Steps for successful fundraising event

- **Purpose of Your Fundraising Event:**

Before doing anything else, you must decide what the purpose of your event is. Many charitable events have more than one goal. Figuring out the details for your charity event will depend on knowing what goals you are trying to achieve.

- **Fundraising Goal**

you must decide what amount of money you plan to raise at the event. Start with a humble goal and an aggressive plan. It is always better to adjust the goal higher than it is to lower it as the event moves closer.

- **Budget**

Every fundraising event plan should contain a complete budget listing all of the expenses that will be required to hold the event. Your budget should take into account your fundraising goal, ensuring that you raise an amount of funds above and beyond all expenses. Be sure to leave a little extra room in your budget for unforeseen costs.

- **Target Audience for your Fundraising Event**

Who is the target attendee for your event? Is this a general fundraiser where everyone will be invited? Or is this event geared towards a specific group like the local businesses, parents, retirees or young professionals? In short, you must decide whom you will invite to your event.

Develop a list of fundraising ideas that work well with your audience.

- **Marketing**

your charity event needs to be aggressively marketed to your target attendee. You need to convince your supporters that your event is worthy of their time and money. Make sure they know how the funds will improve someone's world. Get the word out early so and follow-up to find out if people plan to attend. It keeps your event efficient and reduces stress.

HUMAN BINGO-FUNDRAISING EXPERIENCES

Find someone who:

Donated clothes in a charity event	Donated money last week	Never donated money for a charity cause
Organized a charity event by him/herself	Volunteered for a charity event	Received a thanks note for their donation
Plans/prepares a charity event in the near future	Had a bad experience with donation/charity	Doesn't believe fundraising causes

ROLE PLAYING

Directions:

1. Announce that the group will do a role playing exercise so that everyone can practice and get comfortable with asking for financial support.
2. Divide participants into pairs
3. Assign each person with a hypothetical role such as: business owner, family member, professor etc
4. Ask participants to think about a real life person who embodies the roles that they were assigned
5. Explain that each person will role play, asking their potential donor for donations.
6. Hang a poster with the main steps that each member will complete during their interaction with their potential donor:
 - Introduce yourself
 - Stress the need
 - Describe the solution that you support
 - Call to action: ask for donations
 - Show appreciation
7. Explain that each member will have 5 minutes to prepare the role with their partner.
8. Each pair does a three-minute roleplaying. In the end, the moderator chooses the best roleplaying.