

10 TIPS FOR RAISING MONEY THROUGH SPECIAL EVENTS

- Ask in person and for the cause:
50% say yes in person, 20% say yes on the phone, 10% say yes to letters.
- Thank before you bank.
- Get to know your donor (donors are not ATMs).
- Spend 75% of the meeting talking about them and 25% making the ask.
- People have the right to say no. But no means lots of things (maybe, later, talk me into it, show me why, etc...).
- Appeal to the humanity of your donor and show:
 - Passion (for your cause)
 - High hopes with realistic expectations
 - Belief in the good of people and their generosity
- Be clear and strong and don't undercut yourself.
- Present an exchange opportunity. People pay for something they can't do themselves (like feeding the homeless).
- Make friends with money (don't exhibit money anxiety).
- Utilize the 4 R's: Research, Role Play, Rehearse, Relate.