

Fundraising and 'Friend-raising'

***Making a fundraising 'ask' can feel awkward and a little scary,
but with knowledge and practice, you can fundraise in your own winning style.***

Three steps to successful fundraising:

1. *Finding the right people/organizations to ask*
2. *Ask*
3. *Thanking those who supported you and your school*

1. There are a number of people you can ask for their support
 - Family and friends is a great place to start.
Tell them about your project and make a specific ask—whether you need a donation or volunteer support. Be specific. Include them in your event—invite them to participate or attend your fundraiser.
 - Ask a local business for their support or sponsorship.

Ways to ask:

In-person

- If you are asking a local business ask to speak to the manager.
 - Take a written proposal, brochure or flyer to leave with them
- Invite them to participate or attend your fundraiser.

Ask for a specific amount for a specific purpose—be sure to explain how their gift will make a difference within a proposed time frame

By phone

- Whether you are calling a business or personal residence, keep in mind the time of day you are calling
- Smile! Even though they can't see you, it helps keep the phone conversation energized
- Call from a quiet location with good phone reception
- Know your contact's name if possible
- Introduce yourself as a representative of your school
- Explain that your committee is organizing an event. Ask if you can meet with them to tell them more about what you are doing
- Always say 'thank you,' no matter the outcome

*Note: Keep in mind a phone call may not always be the most effective way to **solicit** a business. Setting up a meeting to discuss a sponsorship or pledge is best.*

Written Request

Written Requests

- Spell check is your friend
- Use a simple and easy to read font
- Be formal depending on your audience and no goofy signature on your e-mail
- Personalize your e-mail or letter to the person or business you are asking
- Include a personal story to evoke emotion
- Always say 'thank you,' no matter the outcome

Tips for before you make the ask:

- ***Practice, practice, practice. Practice explaining your school project fully (overview of project, date, time, place and audience). Practice before you make your first call.***
- ***Brainstorm and decide what it is you will be asking of that person/organization before you meet with them.***
- ***Be professional on the phone or in person. Ask to speak to the manager. Do not chew gum, silence your phone if you are in a meeting, make sure you are in a quiet place before making a phone call.***
- ***Introduce yourself as a representative of your school and use "we" instead of "I" because that connotes that the ask is being done with all the strength and backing of your school. Explain what kind of recognition they will receive (like recognition in the event program).***