

Compton ISSUES

Asking for the Money

*"I'll work on the campaign - I'll do anything;
...but I can't ask for money - I'm no good at fundraising"*

Anonymous

Asking for money, even for the most urgent and attractive causes, does not come naturally to most people.

Volunteer surveys all over the world reflect this traditional mindset - "I'll do anything but ask for money."

What is it about fundraising that will make the strongest, most dedicated volunteer hesitant and uncertain?

It is a basic and understandable fear of being rejected by the people they will be approaching for support.

Remove the Fear Factor

This fear factor can be removed by:

- focusing on the 'ask' - you are asking for the cause, not for yourself.
- providing thorough training (the Seven Keys-p.3) to each volunteer for every 'ask'.
- giving a high priority to cultivating a winning attitude.

Cultivate a Winning Attitude

Asking for money becomes easier when a winning attitude is cultivated. From our experience, your campaign will be successful when you:

- Forge a genuine partnership with your donor
- Make the campaign a priority within your organization
- Personalize your approach to others to share your vision
- Adopt a professional approach
- Demonstrate a passionate belief in your project
- Play - your campaign should be fun!

In so doing, the fear of fundraising will be overcome and your campaign will be a positive experience.

Before You Ask

In four decades of experience, Compton International has found that the first hurdle to clear, in understanding how to raise large amounts of money, is to appreciate that you don't need to convince everybody to give in order to succeed.

In fact, successful fundraising campaigns achieve their goal with only a few hundred gifts. Invariably, over 80% of the fundraising target is raised from less than 20% of the total number of donors.

So, before you ask, ensure that you understand and accept the principles of fundraising.

The Principles of Fundraising

1. Leadership by example is the most important aspect of any successful campaign. You cannot expect someone to do what you are not prepared to do yourself.

2. Every member of the Board and the Campaign Executive must give as generously as they can to help raise the sights of other donors.

3. People give to people – they rarely give significant amounts to causes.

4. Prospective donors must be able to place their trust in the honesty and integrity of the not for profit organization involved.

5. Prospective donors should always be approached face to face. Only when asked clearly and directly will they want to make a generous gift.

6. Prospective donors will be strongly influenced by someone they know and respect – and who has already given.

7. Members of the fundraising team should clearly indicate the level of support being sought.

8. Team members will usually obtain gifts of a similar size, or commitment, to their own.

9. For different reasons, donors may be persuaded to give more when they are motivated by recognition.

10. Prospective donors will be encouraged to raise their sights when given the opportunity to pledge contributions over a period of time.

11. Publicity will help create the right climate for fundraising, but will not in itself raise money.

12. Campaigns that show early signs of success, usually go on to achieve their target.

“In fundraising, as in most things, people follow leaders.”

“72% of donors do not decide on a donation amount until they are asked.”

Enlist Qualified ‘Askers’

Do you have the right person asking the right prospect for the right project at the right time for the right amount in the right environment?

If the person(s) making the ‘ask’, has no relationship or connection with the prospective

donor, then the chances of success are greatly reduced.

Approach Qualified Donors

Research your prospect’s relationship to your organization, know what/who influences them and plan your strategy accordingly.

Questions to consider:

- have they given in the past – why?
- does your ‘asker’ know them personally?
- in what way does your prospect benefit from your organization?

Before an ask is made, conduct a thorough briefing session to ensure

that the right person(s) is making the ask for the right amount.

Do a role play before you visit – you’ll be surprised at the issues and the confidence this will raise.

Use your Resources Study and prospect review sessions to qualify your potential donors (those who are most likely to and best able to support your project) and your potential ‘askers’ (those who have the connections, contacts and are prepared to ask after making a gift).

The Seven Keys to Successful 'Asking'

Before the Ask

1. Prepare (Research)

- Be informed about the project (know the story) and about your prospective donor.
- Determine the relationship between the prospect and your organization.
- Ensure the right person is asking the right prospect for the right project.
- Know the important influences on the donor.
- Plan your strategy - ask who, why, when, where, how and what?
- Role play - it will provide great insight.

The Ask

2. Relate

- Project a positive attitude.
- Acknowledge any past support and discuss common hobbies, interests, and experiences.
- Don't rush the visit - Take time to determine your prospect's position and interests.
- Observe body language.

NOTE: The ask may not be appropriate on the first visit - this visit may serve only to cultivate a relationship with the prospect.

3. State the Case

- Tell them the story (Case Statement) using visual aids if appropriate.
- State the objectives and theme of the campaign.
- Use personal stories.
- Include what benefits the community will receive from the organization.

4. Ask

- Ask clearly and directly
- State the amount of the requested gift or indicate a particular dedicated gift.
- Know the reason for selecting the amount.
- Remember - You are not asking for yourself.
- You are creating an opportunity for the donor to share a vision and make a difference.

5. Don't Talk- Listen

- Allow the prospect time to reflect and respond. (Be silent.)
- Answer any questions.

6. Tailor

- If the response is:
 - YES - Review how they wish to proceed as to timing, recognition, etc.
 - WILL CONSIDER - Ask if further information is required.
 - Speak to the options available.
 - Make yourself available for further meetings.
 - NO - Try to determine why.
 - Listen to their reasons.
 - 'No' may mean not now, or not this way. (e.g. they may give to a specific program but not an endowment.)

After The Ask

7. Debriefing and Recognition

- Review the ask and results with your team.
- Learn what was successful - determine what needs changing.
- Recognize your donors.
- CELEBRATE every successful 'ask' and say... THANK YOU to every prospect.

The Winning 'ASK'

The Right Person trained to ask - The Right Prospect - For the Right Project
At the Right Time - In the Right Way - For the Right Amount

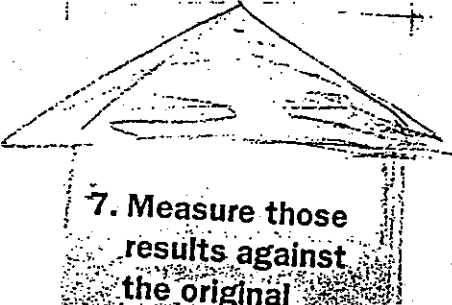
1. Identify the community's needs.

2. Determine how we can meet one or two or six of those needs.

3. Develop a strategy and a related plan that fits our mission.

4. Ask the public to fund the plan with contributions.

THE FUND-RAISING PROCESS



7. Measure those results against the original needs of the community in terms of community benefits delivered.

6. Show the results that we produced.

5. Tell the story of how we used the money.