

FAST FUNDRAISING FACTS FOR FAME & FORTUNE ©
Council of State Speech-Language-Hearing Association
Presidents
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MARKETING - WHAT'S MARKETING GOT TO DO WITH FUNDRAISING?

- Marketing means Finding a Need and Filling It
- One size does not fit all - match your request to the funder's needs
- Shift from charity to partnership
- Teaspoons or ladles?

A PARADIGM SHIFT: SELLING Vs OPPORTUNITY

- You hold the opportunity for the funder
- No begging and no whining

THE YOU : ME RATIO

- It's not about YOU - It's about the Funder and how well you meet its needs

CS THE SECRET OF MONEY:

All sources of money have one thing in common - to get it, you have to ASK - with rare exceptions, will they jump up and say "Take me, take me, I'm yours, and wouldn't you like a little more?"



JEAN'S 10 RULES FOR FUNDRAISING SUCCESS:

- ✓ Ask for what you want or take what you get ...
 - *Be specific and ask for what you need*
- ✓ Assume a Yes - nod and smile - leave plenty of white space ...



- ✓ If your prospect says yes immediately, you didn't ask for enough ... you can always negotiate down, but never up ...
- ✓ Never talk to the person who can say NO ...
- ✓ "No" won't make you shrivel and die ...
 - *Learn how to ask better the next time*

- ✓ Create opportunities - have several options ready ...
- ✓ People give to people - ask in person - know your donor ...
- ✓ People want to back a winner ...
 - *Promote what you are doing successfully*
- ✓ You can't ask others to do what you haven't done ...
 - *Buy your ticket or make your contribution first*
- ✓ Thank you ... Gracias ... Merci ... Danke ...
Make it timely and make it meaningful

SOME THINGS I'VE LEARNED OVER THE YEARS

❖ RAFFLES

- *Can be fast money-raisers with little expense.*
- *Success depends upon buyers and sellers - ways to reward sellers.*
- *How to set the ticket price: value, number of sellers, goal.*
- *Cost of a raffle ticket is never a donation.*
- *Check with the AG's office for formatting.*
- *Buy ticket stock with numbers.*
- *Save the ticket stubs!*



❖ BIG EVENTS

- *Give yourself plenty of time to plan.*
- *Check the city calendar for competing events.*
- *Piggyback on another event (grand opening, etc.).*
- *Collaborate with another organization.*
- *Build a committee of outside experts.*
- *Be creative - themes are fun.*
- *A-thons - the people who participate raise the money.*
- *Use job descriptions for volunteers.*

❖ AUCTIONS

- *Not too many items in the live auction.*
- *Consider a celebrity auctioneer.*
- *"Presentation" is the key in silent auctions.*
- *Don't pull auction away from the center of attention.*
- *Consider theme baskets (arm's length of tickets).*

❖ AND...

- *Gift certificates are easy to get.*
- *Thank every one (timely and meaningful).*
- *In-kind donations are sometimes easier to get than money.*

SOME NEW IDEAS YOU MIGHT TRY

❖ **CELEBRITY WAITERS DINNER**



- *Recruit local "celebrities in their own minds."*
 - *Waiters buy their table and give away the tickets.*
 - *Print tickets with "bring your money and your funny bone."*
 - *Have a theme - decorations, costumes, invitations, etc.*
 - *Waiters compete for tips.*
 - *Food is served family style by waiters (and can be messy).*
 - *Add a silent and live auction (and raffle baskets).*
 - *Communicate often with waiters to prep them on ways to raise money (decorations, prizes, removing table items, etc.)*
- *Give waiters aprons (with big pockets) and envelopes for tips.*
- *Don't need other entertainment.*

❖ **FEEL LIKE A M\$LL\$ONA\$RE FOR A YEAR RAFFLE**

- *Winner gets box of gift certificates.*
- *Yellow pages solicitation team.*
- *Print flyers with prizes grouped by type for sellers.*
- *Add a media sponsor for hype - draw winner on the air.*
- *Very low overhead - only print tickets and flyers.*

❖ **PAPER AIRPLANE TOSS - WIN A CAR!**

- *Hole in One insurance paid for by car dealer.*
- *Sell sheets of paper printed with rules (established by insurer) and name, address, phone of "thrower."*
- *Best if held indoors.*
- *Piggyback with indoor event.*

❖ **NONEVENTS**

- *Invite donors, subscribers to an event that doesn't happen.*
- *Guests pay NOT to attend.*
- *Have a fun theme and fun reasons not to attend.*
- *Great variation on the annual campaign*