

asylum

International Jewish Artist Retreat



Fundraising: The American Model of Individual Giving and How to Make it Work for You

March 4, 2013



Topics

- Some Fundraising Essentials
- Why Do People Give?
- The “Ask” - Individual Prospects
 - Cultivating Techniques
 - Hesitating To “Ask”
 - Making The “Ask”

Some Fundraising essentials

- **People give to people.** Not to organizations, mission statements, or strategies. Be interesting and interested.

- **Fundraising is not about money.** It's about necessary work that urgently needs doing. Money is a means to an end.

- **Fundraisers need to understand their donors.** If they are to understand you, you must first understand them.

- **Friend making comes before fundraising.** Fundraising is not selling. Fundraisers and donors are on the same side.

- **Fundraising is about needs as well as achievements.** People applaud achievement, but will give to meet a need.

- **Offer a clear, direct purpose people can relate to.** For example:
“Supply a choreographer with studio time.
\$50”

- **First open their hearts and minds.**
Then you can open their wallets.

- **Don't just ask people to give.**
Inspire them to give. Fundraising is an inspirational business.

- **Share your problems as well as your successes.** Honesty and openness are usually prized more than apparent infallibility.

- **You don't get if you don't ask.**

- **Successful fundraising involves storytelling.** Artists have great stories to tell and need to tell them with the pace and passion so as to inspire action.

- **Always say “thank you” properly and often.** It’s also a good idea to be brilliant at welcoming new donors when they first contact you.

Why People Give

- Tax break (USA only)
- Ego, self-esteem (that's the kind of person I am!)
- The quest for immortality or self-preservation
- Emotional response to a project or cause
- In memoriam
- Identify with the cause

- Social ambition and desire to be recognized
- Guilt
- Because it's the "right thing to do"
- Because they were asked
- Because it feels good!

WAYS TO ASK

INDIVIDUAL APPEALS

- **Knowing the prospect before making the ask**

- General Cultivation Techniques:

- Corresponding with and sending e-mails to

- Calling prospects

- Meeting with prospects at their offices, homes or restaurants

- Giving a prospect a tour of your studio

- Sending prospects personal messages attached to the direct mail they receive.

- Asking prospects to volunteer for a special event committee, a standing committee, or an advisory board
- Sending prospects newspaper or magazine articles on their interests
- Joining a prospect at an event or activity when they extend an invitation to do so
- Featuring prospects in your newsletter
- Periodically call, write personal notes, or email prospects just to keep them informed about your work

- **Asking must be done in person**
- Remember, people give to people; they do not give to paper
- A written note is a *follow-up* to ask
- Distance media do not allow the personal exchange needed for the ask

- **Saying no to the gift is not saying no to you**

- Helpful hints on tackling the fear of rejection

- When someone says no to the ask, he is not saying no to you.

- Many prospects are uncomfortable right after the ask, so just sit back, remain silent, and listen.

- If the situation feels awkward because you are

Preparing for the Ask

- Set the tone for the ask
- Prepare the right atmosphere
 - Set a calm and quiet location
 - Bring energy, enthusiasm and charisma
 - Present a confident and professional image

- The review prior to the ask
- Essential facts every asker need to know about the gift proposal
 - Why this gift is the perfect match for this prospect
 - The purpose of the gift
 - The benefits of the gift
 - How the gift can be funded
 - The timing with which the gift can be paid
 - Why the gift opportunity “costs” this much

- Components of the Script
 - The warm-up
 - The ask
 - The anticipated response
 - The close and follow-up

- Essential Components of the Ask
 - Make a compelling case for the project and the need for support
 - Using transitional statements that specifically reference the prospects interests or prior support, or both
 - Asking for a specific amount for a specific purpose
 - Detailing the benefits of the gift

Ex. of a compelling case

- Sarah, our young writers series attracted over 150 youths this summer. Although the conference was underwritten, we want to take this to the next level and hold conferences twice a year and give scholarship aid to deserving participants.



Ex. of a transitional statement

- Sarah, your support of our young writers series has put us on the map as the model for these community programs. We have the chance to take the program to a state level that is exciting and equally challenging. Let me take a few minutes to share with you what needs to be done to make that dream come true.

Ex. of a specific ask

- Sarah, we would like you to consider a gift of \$1,000 to help provide a scholarship for a deserving youth. We can work with you and whomever you desire on the terms of that scholarship.

BE QUIET

- Key elements of the close
 - Thank the prospect for the opportunity
 - Thank the prospect for listening to you
 - Restate the gift opportunity and the benefits
 - Give the prospect a date when you will get back to her with further information in response to her questions/concerns
 - Ask the prospect if he has any additional comments or questions

Let's Practice!