RAISING CLARITY

Beyond Grants: Sustainable Fundraising is In Your Reach
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When we put all donors on more equal footing in terms of the attention we give them, we immediately see the "missing middle" deserves more of our focus.

from "The Middle Way," by Beth Raps

When we ask for a gift, we are doing others a service by seeking to involve them in our world-changing work. It's a blessing we have the power to share, a privilege we offer people of every degree of wealth.

from "The Soul of Money...," by Beth Raps

There are only two absolutes in fundraising:

- in order to raise money you have to ask for it
- once you receive the gift, you should thank the person who made it

In studies asking people, "Why did you make your most recent donation?" 80% have answered, "Because someone asked me." Of that group, only 50% can remember the name of the organization they gave to, but almost all of them can remember something about the person who asked them, even if that person was a stranger. The lesson here is that your chances of getting a donation are highest when you ask someone for a gift in person. Further, the likelihood of donations being repeated and upgraded is also much higher with such personal contact.

What to Look for in a Prospect

You are looking for three things in each prospect:

Ability: Evidence that a person has the ability to make the size of gift you want

Belief: Evidence that a person believes in your cause, or would if they knew about the cause

Contact: Evidence that a person knows someone in your organization, so you can establish contact with them.

from "Getting Major Gifts: The Basics," by Kim Klein

1. Don't waste your time on lost causes.

All successful fundraising is based on targeting. Spend the most time, efforts and money on your best prospects.

2. You want a dialogue, not a monologue.

Many novice solicitors are so focused on the needs of the organization, they forget about the needs and interests of the donors. To be an effective fundraiser, you must be a good listener.

3. Craft the pitch to meet the needs of the individual.

Identify and promote the right "product" for each individual, you won't get the sale (donation).

4. Tell the truth.

When you stretch the truth, it was a way of wrapping itself around your neck. Never promise more than you can deliver.

5. The stronger the relationship, the larger the gift.

This is the power of fundraising: people give you their money freely, then thank you for doing good things with it. Their trust is strengthened as they get to know you, and your organization, on a personal basis.

from "Everything I Know About Fundraising I Learned Knocking on Doors," by Andy Robinson

Resources:

Asking for Money...The Close, Kim Klein: nonprofitquarterly.org/asking-for-money-the-close/

Getting Major Gifts: The Basics, Kim Klein: nonprofitquarterly.org/getting-major-gifts-the-basics/ This article contains the prospect information-gathering template.

Everything I Know About Fundraising I Learned Knocking on Doors, Andy Robinson: nonprofitquarterly.org/everything-i-know-about-fundraising-i-learned-knocking-on-doors/

RAISING CLARITY Published Articles, Beth Raps: raisingclarity.com/published-articles/

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