



Plenty

CONNECTING IDEALISTS FOR
MASSIVE POSITIVE CHANGE



THE
Generosity
SERIES



HOW TO BE A FUNDRAISING SUPERHERO

To raise money for a cause and an organization you care about, you have to ask people to donate. Your friends and family won't know what you are doing or how they can help if you don't ask. It may sound simple but it's true.

The number one reason people give is because they were asked.

An Ask in 5 Easy Steps

Start by building your ask using 5 easy steps:

Step 1: Identify the need you are trying to address.

Step 2: Explain why it is important to you.

Step 3: Share what you are doing about it.

Step 4: Ask your donor to sponsor you in the 5K.

Step 5: Stop talking!

Here is an example of good ask:

“On any given night in the DC area, over 10,000 people, our neighbors, are homeless. Samaritan Ministry is working along side these neighbors to support them in finding homes, and working with others to avoid homelessness. I personally know that having a home is important to me reaching my goals. So I'm participating in a 5K this year to raise funds for Samaritan Ministry of Greater Washington and support our neighbors. Will you support me by giving a gift of \$50?”

Now let's break that ask down so we can see where each step comes in:

Step 1: Identify the need you are trying to address.	"On any given night in the DC area, over 10,000 people, our neighbors, are homeless."
Step 2: Explain why it is important to you.	"I personally know that having a home is important to me reaching my goals."
Step 3: Share what you are doing about it.	"So I'm participating in a 5K this year to raise funds for Samaritan Ministry of Greater Washington and support our neighbors."
Step 4: Ask your donor to take a specific action.	"Will you support me by giving a gift of \$50?"
Step 5: Stop talking!	<i>(Don't talk yourself out of a donation – give your donor time to think and respond!)</i>

Once you have your ask, it is time to think strategically. The following are ways in which you can do that.

Share Your Story

Why does this cause matter to you? Why should it matter to your donor? Whatever your story, it's a powerful one and you need to tell it. Speak from the heart.

Ask Everyone

When you are fundraising, you need to ask everyone you come into contact with in the course of a day, a week, a month or a year. And we mean everyone: your friends and family, your neighbors, your UPS driver, your Starbucks barista, literally everyone! Be sure to ask anyone you pay for a service, like your doctor, your dentist, or your dog's veterinarian. You never know what someone's connection to your cause might be. And don't decide for someone whether or not they can afford to donate. People will often surprise you and the ones you hesitate to ask might be the ones who come through big for you.

Ask Big (and then be quiet!)

It is through your fundraising that you are going to make the most impact on the most lives. Simply put, fundraising is the reason why we do events. The events themselves give you a reason to go to your donors and say, "Look what I'm willing to do, look how far I'm willing to go to make a difference!" It allows you to ask for big money because what you're doing is so big.

If you ask someone for \$10 you will probably get \$10, and most people won't offer more. But if you ask someone for \$100 or \$200 you might get that amount if they can give it. But if not, they might give \$75 or \$50 or \$30, but they probably won't give you just \$10. You don't lose anything if someone gives less than you ask for. But you are losing out on big donations if you don't ask for very much. Remember — you are doing something BIG here. So ask BIG.

Once you've asked big it's easy to talk yourself out of a donation because you want to break the awkward silence. Resist the temptation to talk yourself out of a donation. Avoid saying things like, "I know the economy is tough right now, if you can't give, that's okay." Ask big and then be quiet. Give your donor a chance to think about what you've just asked and to respond.

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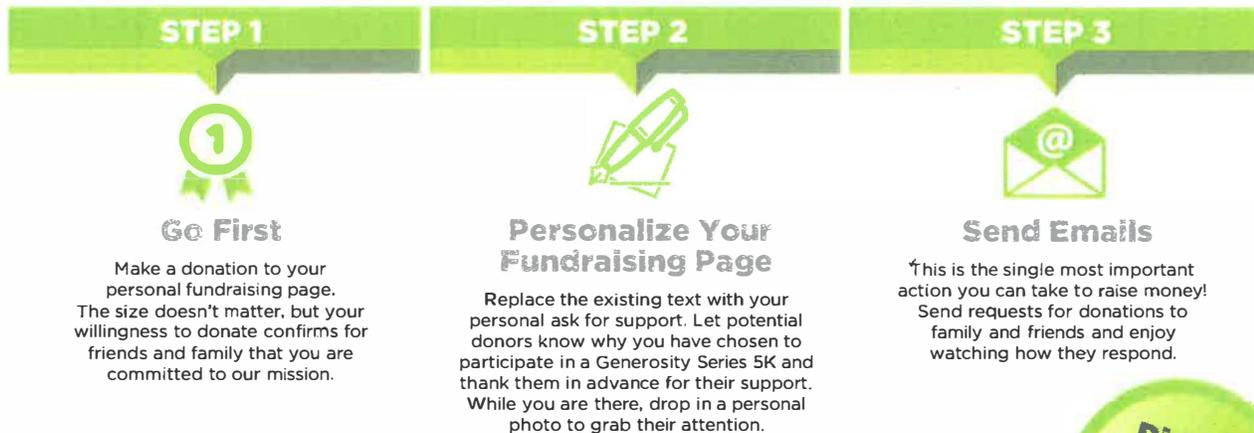
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How to Raise \$200

in Less Than a Week



Three Steps to Easy Money



Don't forget to say *Thank You*

Follow-Up, follow-Up, follow-Up!

On average it takes 2-3 email solicitations to secure a donation.

Did You Know?
The average online gift is \$50!