

Asking People for Money



Grassroots Fundraising

- ◆ Give you the tools to raise the money you need to achieve GLSEN's vision
- ◆ Many chapters have too few people giving money
- ◆ And too few people doing fundraising
- ◆ This builds on team building, and continues later with volunteer recruitment

Why don't people ask?

- ◆ We think we are asking for a favor
- ◆ We fear rejection
- ◆ We misunderstand where the money comes from
- ◆ We have bad fundraising habits

We think we are asking for a favor

- ◆ We're not begging
- ◆ Actually, there is an exchange involved
- ◆ When people donate, they are paying us to do something they can't do themselves
- ◆ You are doing donors a big favor for standing up in public for the things they care about

We fear rejection

- ◆ And it's a real fear
- ◆ 50% of the people you ask will say no
- ◆ Don't get depressed: get okay with no
- ◆ Need more money? Do more asking

Acceptance

To be successful at individual solicitation you will have to accept and remember the following principles:

- ◆ It's your job to ask. It's the donor's job to decide.
- ◆ Success is defined by the number of people you ask
- ◆ It's okay with you for the person to say "No."
- ◆ Your belief in the organization must be greater than your fear of asking
 - 80 % of our anxiety about soliciting others for funding comes from our own relationship with money
 - When we are young, we are the best at asking. What makes us so uptight about discussing money when we are adults?

We misunderstand where money comes from

1997 Contributions: \$143.5 Billion

<u>Who Gives</u>	<u>Amount</u>	<u>Percentage</u>
Foundations	13.37 Billion	9.3%
Corporations	8.2 Billion	5.7%
Bequests	12.63 Billion	8.8%
Individuals	109.26 Billion	76.2%

And where it goes

Recipients by Category (1997):

47%	Religion
13.5%	Education
8.8%	Health
7.9%	Human Service
7.0%	Gifts to Foundations
6.7%	Arts, Culture, & Humanities
5.3%	Public/Society Benefit
2.6%	Environment/ Wildlife
1.2%	International Affairs

Why Does Religion Get So Much?

- ◆ The ask often
- ◆ They ask regularly
- ◆ They ask by name
- ◆ They ask their most loyal, most generous contributors:
 - Most often
 - Most regularly
 - For the most money

The facts about giving

- ◆ Seven out of ten people give
- ◆ 80% of donations come from households with annual incomes of \$50,000 or less
 - Most to gain
 - See the need
 - Most of the people
- ◆ The nation's poor give the highest percent of their income
- ◆ Giving averages over \$1,000 per person who gives
- ◆ Most people give to pay groups to take care of the problems they can't take care of themselves

We have bad fundraising habits

- ◆ We look for easy ways out; we try mail, leaving brochures on tables; we send emails; we ask celebrities and big businesses and very wealthy people for huge gifts
- ◆ White knights come around to you save you even less in the social justice movement than in real life
- ◆ **It seems like we avoid 1 human being talking to other human beings, who they know. This is ironic, since we know the power of that situation from coming out experiences.**

Why not focus on huge gifts?

- ◆ Most of the donors aren't rich, so you have a better chance of raising your budget
- ◆ Many of us don't have access to very wealthy donors
- ◆ You won't have pressure to compromise your values for a large donor
- ◆ A large number of small donors is a show of power and viability

Why Don't People Give?

- ◆ No one asked them
- ◆ They weren't acknowledged for previous giving
- ◆ They have no sense of organizational milestones
- ◆ Their ideals are not compatible with organizational mission
- ◆ The wrong person asked
- ◆ It was not the right time
- ◆ There was either not enough or correct information

Who Are Prospects?

Prospects are people who possess 3 characteristics (A-B-Cs)

- ◆ **Ability**: they are givers
- ◆ **Belief**: they believe in your work
- ◆ **Contact**: they have some relationship with the organization or someone in it

You need to know:

- ◆ Her giving history
- ◆ Her motivation for giving
- ◆ Who her friends are
- ◆ What is the source of her money
- ◆ What does she give to

The Four Major Donor Types

- ◆ **The Public Domain Donor:** Everyone knows her and she gets asked by everyone
- ◆ **The Donor Within:** hiding in your donor, volunteer or client database
- ◆ **The Accidental Donor:** Seemingly make a contribution out of the blue
- ◆ **New Recruits:** Acquired through outreach of board, staff and other major donors

Logistics

- ◆ Introductory Letter
- ◆ Meeting Set-up Phone Call
- ◆ The Meeting
- ◆ Follow-up

Do not forego the meeting by asking in a letter or phone call. You may not need to engage in all parts of the process to solicit a contribution. However, 50% of all people give if asked face-to-face, the highest response rate of any type of fundraising.

Parts of the Ask

1. Introduce yourself
2. Why you're there
3. Organization mission
4. Result
5. Why we will win
6. Ask their opinion and shut up
7. Ask for commitment and shut up
8. Listen closely to their response
9. Thank them

Handling Objections

- ◆ Step 1: Acknowledge the objection as it arises
- ◆ Step 2: Don't debate with the prospect
- ◆ Step 3: Correct erroneous information to diffuse the objection
- ◆ Step 4: Get back to the subject at hand
- ◆ Step 5: Maintain a common ground or negotiating posture
- ◆ Step 6: Treat shadow questions literally
- ◆ Step 7: Don't get discouraged

Four Basic Rules of Fundraising

1. You have to ask
2. Ask a lot: the more you ask, the more you get
3. The more personal the contact, the higher the success rate for your asks
4. You cannot – absolutely cannot – thank a donor enough for her or his gift