

WHAT CAN I DO?

BEYOND MAKING THE ASK

For many, the fear of asking people for money is right up there with public speaking or a visit to the dentist. Asking for a donation is only a small part of the process. Identifying prospects, getting them interested in your organization and then thanking them when they donate are all things that a passionate and committed board member can easily do.

Here are some activities that board members can do to help with fundraising that don't require making the ask:

- ✓ Call to thank donors for a recent gift. Engage the donors in conversation about why they give or how they became involved with your organization. *Summarize your conversation to share with staff, so it can be recorded allowing future callers know this history.*
- ✓ Host a party in your home or business to introduce your organization to a wider circle of people.
- ✓ Write a letter to 10 friends or relatives explaining why you support your organization and encourage donations to the organization - rather than gifts to you - to mark special occasions such as birthdays or holidays.
- ✓ Volunteer to match contributions from other board members up to whatever limit you are comfortable. Join with a few other board members to up the ante. Make it a fun challenge to hit the limit.
- ✓ Introduce your organization to others who might be interested by inviting them to a special event as your guest.
- ✓ Identify potential corporate donors. Go along with staff to meet with corporate representatives to make them aware of your organization.
- ✓ Find opportunities to speak about your organization, whether through service clubs, local publications or programs.
- ✓ Speak often about the motivation behind your own giving.
- ✓ Write personal notes to lapsed donors explaining why you support the organization and encouraging them to re-engage.
- ✓ Identify future board members with the right connections and convictions for fundraising.
- ✓ Join staff on visits to donors, especially when you have an existing relationship. *Agree in advance which role each of you will play - who sets up the conversation and who makes the request.*

