



10 PRINCIPLES OF FUNDRAISING

- 1. The Best Way to Get People to Give Money is to Ask Them**
People give because they are asked. No matter how wonderful the organization, no matter how involved the person with the nonprofit, very few people are going to give money without an ask.
- 2. The Right Person Makes the Difference – Peers Ask Peers**
The right person has to ask, in the right way, for the right amount, and at the right time.
- 3. The Solicitor Should Give First and Then Ask**
We cannot ask for someone to support something that we ourselves do not support.
- 4. Ask in Person, Not over the Phone or Via the Mail**
Solicit face to face; it's harder to say "no" in person.
- 5. People Give to People-Create Authentic Involvement**
If people want people to invest their time and money in a program, we must give them authentic involvement in the case. They must feel a connection to the people they are helping. Sharing your belief in United Way will motivate others to give.
- 6. Assume a Yes. Attitude is Everything.**
Assume that everyone wants an opportunity to give if done in a positive manner.
- 7. Make it Easy to Give**
There should be no obstacles, either physical or psychological, that could prevent donors from acting on their decision to give. Never leave a United Way Pledge Form behind to be filled out and returned. Follow-up in person and/or by phone.
- 8. Donors Give to Dreams and Solutions, Not Problems**
People have needs and problems. The organization has the solution.
- 9. Ask for a Specific Amount and Ask for Enough**
All prospective donors want some guidance – the more specific, the better. "Whatever you can do" is a recipe for disaster. I suggest, "The organization does not care what amount is given." Sometimes you can say, "Managers at your level are giving between \$?? And \$??."
- 10. Every Donor Must Be Thanked – Sincerely & Often**
On average, an individual must be thanked 7 times before they feel their gift was appreciated.