



IJM

25 TIPS FOR THE NOVICE FUNDRAISER

An e-guide by IJM Canada



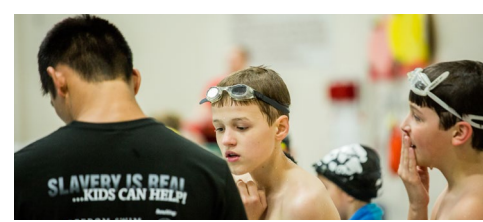


THANKS FOR DOWNLOADING THIS FREE E-GUIDE!

We know how challenging fundraising can be, especially if you're just starting out. That's why we've created this quick list of 25 helpful tips to help make your fundraiser a success.

You've got this!

The IJM Canada Team



25 TIPS FOR THE NOVICE FUNDRAISER



1. Do you believe? You need to decide if the cause/person you will be fundraising for is something/someone you believe in. If yes, proceed. If not, politely decline.



2. Why do you believe? If you are firmly committed to the cause or the person you will be supporting, then you need to sit down and write out 'why'. It can be related to your values, your religious beliefs, your friendship or another reason, but you need to be able to say why you believe in it in 30 seconds. This will be your 'elevator speech', (so called because that is the time most elevators take, so that is the time people have to listen to you). This is what you tell people if they ask you why you are raising funds. You can always say more, but make sure the first 30 seconds count.



3. How much will you raise? Decide what amount you want to raise. Not too low, or people won't believe you are serious, not too high, or it will be unrealistic. It should be appropriate to your circle of friends, family and acquaintances.



4. What will you do? It is a simple fact that people want you to do 'something' for the money you are raising. Unless you are a professional, paid, fundraiser, you will have to commit to a run, walk, shaving a head, baking pies... something. Pick something you will enjoy and have some fun while you raise money.



5. When will you do it? There needs to be a timeframe so that you can have an end point and a sense of urgency in your fundraising.



6. Alone or as a team? Sharing the load is always fun but this may be something you need to do by yourself. Decide this ahead of time and if you want a team, make sure you are all doing it for the same reasons. (And remember a sense of humour is a great asset.)



7. Is there a support structure? If you are fundraising for a major charity, there will be lots of support online. Make use of it. If this is for a smaller cause or person, you will have to create your own. Feel free to search for examples online. There is no special prize for developing something that is already available.



8. Breathe and relax! Up to this point you have not asked anyone for money and may not even have spoken to anyone. This is all the set up. Now you need to decide how you will proceed.



9. Figure out your comfort zone. Some people are natural talkers. Some people would rather have a tooth pulled than walk up to a stranger/friend/family member and ask for a donation. What do you prefer? Don't do something that you will hate or you will never get it done. If you love talking, plan to ask people personally. If you are shy, go with the online route.





10. Build your list. Everyone has family, friends, acquaintances, people they have donated to before etc. What is your list and how much could those people give?



11. Decide on your 'ask'. This can vary depending on the person. If your rich uncle always gives lots to charity, ask for more. If your next door neighbor is less wealthy, ask for less. But decide ahead of time on an average amount because you will get the question, "How much are people giving?"



12. Make the first donation from yourself. Basically, if you don't believe in the cause/person enough to donate, how can you ask someone else for money? Also, it lets you set up the amount you would like to receive.



13. Accept that this is work! It is true that anyone can fundraise, with varying levels of success. But the real difference in results is how hard you work. It is easy to send out a mass email with the standard verbiage from a charity. It is harder to figure out steps 1 - 12 and then keep going. However, doing the work will result in higher donations.



14. People want you to succeed! I can't say this often enough. People want you to do well. Everyone really wants to help if they can. Even if they decide not to donate, no one hates you for trying to make the world a better place. Once you realize that everyone is really on your side, this gets much, much easier.



15. Digital helps! Even if you like asking people for money, you will never get to everyone on your list. Certainly get to those you can and make a personal ask. That is the best method, if you like talking to people. However, use your computer to reach everyone else.



16. Personalize, Personalize, Personalize! Don't send out that previously mentioned mass email. People respond to people. They want to give to you. A mass email will get a few donations. A series of personal appeals, with well thought out subject lines, supported by facebook, tweets etc., will get you a lot more.



17. Ask again. While you don't want to ask multiple times, sending a second email if you never got a response will often help busy people remember you and that they meant to help.



18. Thank people, and fast! This is the biggest mistake people make. In person, thank people sincerely and as soon as they donate. Online, check every day, or more often, and send a personal thank you to the people who gave you money.



19. If they give, don't ask for more \$. This is part of that 'work' thing I mentioned. Keep track of who has given to you and don't send another request or ask them again in person. It will offend.





20. Ask for help. While you can't ask for money after they have given, once someone has donated to you, they are on your team. They have given you money so they want you to succeed and they will usually be willing to send your request for a donation on to some of their friends as well. All you have to do is ask them nicely.



21. Thank them again! If they do refer you on to friends and family, thank them again. People like to be thanked. People like people to thank them. People help people who they like. Do you see the pattern here?



22. Stay upbeat! Once again, people give to people and upbeat, optimistic and positive people attract more attention. If you are talking about how much you love the cause, you will generate interest in your fundraising and you will get even more support.



23. Do your event/activity with style!

No, you don't have to be outrageous. But you do have to show you are having fun, you are happy with what you are doing and that this is important to you. You also have to show people and tell people afterward that it was a great thing to do. After all, they gave you money. You need to show them that you believe in what you are doing and nothing says belief like optimism.



24. Tell people about it. If this is your first fundraising activity, and you enjoyed it, tell people. (If you were less than happy with it, put a brave face on and remember you have just helped people.) After all, you will probably be going back to these people next time and you want them to remember you with a smile and a willingness to donate.



25. Give yourself a pat on the back! You are now an experienced, if still new, fundraiser. Do you have more to learn? Yes! But you have passed the test, done the work and raised the money. Well done!

