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Asking For Money and Telling Your Story

- **Kim Klein**
- *Grassroots Fundraising Journal*
- *Fundraising for Social Change*
- *Fundraising for the Long Haul*
- grassrootsfundraising.org
- **Andy Goodman**
- thegoodmancenter.com
- Reach more people effectively
- Tell your STORY
- *Storytelling as Best Practice*
- **Eric Eckl**
- Water Words That Work
- waterwordsthatwork.com

*What you believe in has to be bigger
than what you are afraid of...*



If you have issues with, or fear of
money,
it will show up in your ask.



If you want money you have to ask for it.



People give when they are asked, and rarely give when they are not.

- Get someone to give for the first time
- Get donors to repeat their gift by thanking them within 72 hours of receiving the gift
- Ask donors for money more than once a year



Basics for you before the ASK



- Put yourself in donor's shoes
- It has to be ok with you for people to say no
- Easier to ask if you have given to the cause
- Talk about what the cause means to you
- Practice with a friend

The ASK: It is really about the relationship



- People like to give money to people and causes they believe in
- Let the donor talk
- Listen to the donor
- Take an interest in the donor

Who can you ask?

- Family, friends, colleagues
- Neighbors, social contacts
- Recreational organizations
- Professionals, service providers
- Anyone and everyone
- Someone who gave to a “sister organization” (*list raider*)
- Voters
- Corporations, Foundations
- Government

The more people you ask, the more money you will raise



Special Events/House Parties

Do you have staff or volunteers to pull it off?



Everyone loves a good story



Stories are effective in engaging an audience and inspiring action. A good story makes the intangible concrete and meaningful.



Communications must be

- Authentic
- Positive
- Respectful
- Motivational
- Goal focused
- Simple



What does your organization provide?

- What do you do better?
- What do you do differently?
- For whom do you do it?

Practice talking about your organization



Use existing communication networks

- Each person has a network of 8-12 close friends, family and associates
- Activate word of mouth “influence”
- Use, develop internet relationships
- Place links and text on others’ websites, and in your own email
- Send out press releases that support your message



*One hour of planning
will save five hours of work*



Here's the good news!
If you do it a lot, you get really good at
it.



Discussion Questions

