

FUNDRAISING: more than just the ask

**“We make a LIVING by
what we GET...**

**but we make a LIFE by
what we GIVE.”**

~ Winston Churchill



Fundraising Roles: AMBASSADOR

- Ambassadors are... the spokespeople for their organizations.
 - Perfect role for extraverts. Developing strong relationships is the key to fundraising success.
- Ways to be an **ambassador**:
 - Attend events hosted by your organization.
 - Be a greeter or a MC.
 - Be a “tour guide” for your organization.
 - Have a “friend-raiser” party.



Fundraising Roles: CONNECTOR

- Connectors are... EVERYONE!
 - 6 degrees of separation. We all have powerful networks.
- Ways to be a **connector**:
 - Brainstorm your connections.
 - Individuals
 - Pro-bono professional service providers
 - Sources for in-kind donations
 - Businesses who may be interested in sponsorships
 - Foundation board members and staff
 - Harness social media to share good news.
 - Look for potential prospects in news and annual reports and share with staff.



Fundraising Roles: STEWARD

- Stewards are... the missing link that separates thriving nonprofits from floundering ones.
- 2003 study by Penelope Burk showed that if donors received a thank you call from a **Board Member** within a few days of making a gift:
 - 93% said they would definitely or probably give again the next time they were asked.
 - 84% said they would make a larger gift.
 - 74% said they would continue giving indefinitely.
- How to be a **steward**:
 - Volunteer to make thank you calls.
 - Volunteer to send handwritten notes to donors.



Fundraising Roles: SOLICITOR

- Solicitors are... **ambassadors, connectors,** and **stewards** for their organization.
- Ways to be a **solicitor**:
 - Lead the way.
 - Share your excitement.
 - Put it in writing. Share appeals with your networks.
 - Share your perspective.

Take a deep breath, smile, and know that you are making a difference in your community.

