

SOLICITING INDIVIDUAL DONATIONS

You don't know if you don't ask!

You can ask in-person, via letter, e-mail or voice mail. The most important thing is that you ask. You'll be surprised at how many people will contribute simply because you asked.

Before you begin fundraising, think about your program:

- Define the need. As a reminder: *People give because you meet needs not because you have them.*
- Frame your program with a Name—i.e. “Sharing For Our Kids”, “Galaxy of the Stars,” “Our Community of Angels” or create a slogan for the needs this program fills—i.e. “Building our citizens of the future”

Next, think about who can ask for support.

Make a list using these ideas as your guide. You'll be amazed at how many people you actually know.

Your lunch date	People you know through your spouse	Your children's music teacher
Friends from your old job	People you know through your children	Your lawyer
Friends from your present job	People from your lodge or club	Your son's/daughter's scout leader
Friends from school or college	People who sell you groceries	Your dry cleaner
Members of your sports team	People who sell you clothing	Your florist
Members of your hobby group	Your plumber	Your letter carrier
Members of your church or synagogue	Your painter/decorator	Your babysitter
Friends from your neighborhood	Your next-door neighbor	Your children's school principal
Your landlord	Your travel agent	Fellow committee members
Your car salesperson	Your wedding attendants	Your insurance agent
Your car repair person	Your veterinarian	Your relatives
		Your CPA
		Your boss

Now, start the fundraising process!

- **Tell the stories** of young people you know who have been touched by MCT. If you don't have any of your own, ask teachers or other parents. We get letters every day from parents and teachers of MCT kids who attest to the positive impact of the program.
- **Make your own contribution** and let others know that you are donating not only your money, but also your time.
- **Aim high.** Ask for \$100 and understand you may only receive \$50. Adjust the amount you're requesting based on your audience.

- **Send letters early** and ask that they be returned by a due date. It's harder for people to ignore when there is a due date other than the event date! A stamped return envelope also helps.
- **Ask at your regular meetings.** If you belong to a service club or religious group, request time to ask for support.
- **Ask everyone you meet.** Even if you have sent out letters, be sure to carry a collection envelope with you so that when you talk to people you can ask them to contribute on the spot.
- **Be informed.** People are more inclined to give a donation when they know how their money will be used.
- **Motivate the people around you.** Display a goal board or thermometer to show total dollars raised.

Thank and Steward your Donors

Publicize names of donors on bulletin boards in highly visible areas. Honor supporters with buttons or ribbons. Make sure they know how to reach you in case others ask about the buttons or ribbons they are suddenly seeing around town. Remember to invite your donors to the show to see the impact of their generosity! If you're making a playbill, recognize your donors and sponsors in the performance playbill too.

Strategy: Raise \$250 in 8 days

1. Put in \$25 of your own
\$25
2. Ask 2 friends for \$20
\$65
3. Ask 2 relatives for \$20
\$105
4. Sell cookies, cakes or muffins at your office or club (\$25)
\$130
5. Place a jar in your office where people can deposit their loose change (\$25)
\$155
6. Ask 2 people from your church, gym or association for \$15
\$185
7. Send a notice around your work and collect donations (\$30)
\$215
8. Have a garage sale where proceeds benefit your residency (\$35)
\$250