

Steps to raising money for your group

Organizations are always in need of funds and sponsoring organizations always have funds to donate. The problem arises in getting these groups together. It should not be a problem because they have complementary purposes. It is a problem because organizations requesting funds are often unsure and hesitant to ask.

To be more successful in soliciting funds, think of it not as a charitable donation, but as an investment in your organization. Your prospects will respond much better if they look upon your request as an investment, and they will consider your request more seriously.

Fundraising is more of an art than a science but the following steps will provide a good basis for perfecting this art. Remember, even large corporations are made up of people, so your request should be directed towards people. People give to people, not to things, so personalize your request.

Follow these steps to successful fundraising:

* *Have a clear mission statement* — It must be clear, positive, easily understood and believable and should be expressed in one sentence.

* *Develop a case statement for your request* — This answers the what, why and how of your program. Anticipate objections because prospects will not agree with everything you say. When they occur, try to change the emphasis so they see their objection in different light, and then answer the objection positively.

* *Research* — Do not ask for a gift unless you are reasonably sure they will say yes. Identify the prospects by evaluating what motivates them to give and their ability to donate.

* *Cultivate involvement* — Determine how you can involve your prospect in your cause. If they feel they are involved, they will be more committed to it.

* *Ask for their investment* — This is where the art comes in. You are selling your cause. Most sales are not made because the prospect investing in the product was not asked.

* *Acknowledgement and gratification* — Send a sincere letter of appreciation promptly. Announce the sponsor publicly if they want you to.

* *Accountability* — Your sponsor has invested in you. Provide feedback to

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them to show how their investment is doing by sending them periodic reports, and inviting them to participate in your organization.

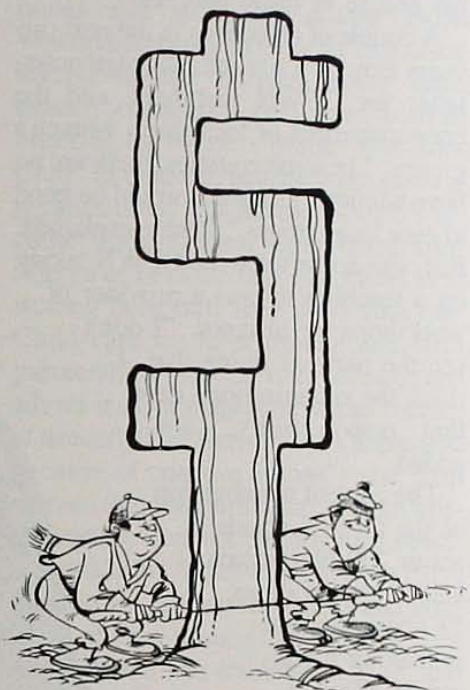
It is easier to get contributors to continue giving than to generate new ones.

Some sponsors provide services beyond money. Try to be aware of possibilities other than dollars. Free printing services, obsolete office equipment and accounting services are examples of these.

To solicit successfully, you are trying to develop a commitment from your prospect to your cause. You must show commitment yourself to the mission. Therefore, your organization's volunteers, not the paid staff, should be making the fundraising requests.

For more information, pick up a copy of OMAF factsheet 88-011, Fundraising for Your Organization.

Eric Lawlor is a rural organization specialist in Halton.



Free booklet on fundraising

Fundraising is Not for the Faint-of-Heart is a new publication for rural organizations. If your organization would like a free copy of this booklet, contact

Jannine Noble at the Guelph Agriculture Centre, P.O. Box 1030, Guelph, NIH 6N1.

New factsheet for treasurers

The Ontario Ministry of Agriculture and Food (OMAF) has a new factsheet available called Being a Club Treasurer

— The Basics. For a copy, ask at your nearest OMAF office.

Congratulations Jeanetta

Former Federated Women's Institutes of Ontario Secretary-Treasurer Jeanetta VanSickle was awarded one of 21 Ontario Senior Achievement Awards earlier this year.

Jeanetta was nominated by her branch, Onondaga WI. She was one of 752 nominees.

Congratulations.