

# «How to fundraise?»

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LIX International Presidents' Meeting

Thessaloniki

28th Aug – 1st Sep

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# Laying the Groundwork

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*fundraising-* (noun) the raising of assets and resources from various sources for the support of an organization or a specific project.

- *The Association of Fundraising Professionals Fundraising Dictionary Online*

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# 3 principles for fundraising

- Always remember what you're fundraising for.
- Plan well and structure ahead of time.
- Build a relationship (Relational fundraising)



# What do you need before starting?

- Organizational budget and Non-profit tax status;
- A donor tracking database and a system to quickly acknowledge donations and donors;
- Individuals (staff, board, volunteers) who are trained in how to ask for money;
- Knowledge of available funding sources;

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# Fundraising PLaN

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Step One:

***Assess your strengths and weaknesses***

Step Two:

***Review your current budget and your recent fundraising numbers***

Step Three:

***Set Goals***

Step Four:

***Create your fundraising calendar***

***&***

***Individual Donor Program***

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# What to do before starting?

- Basic materials about the organization and knowledge of who you are and what you can sell (Flagship Projects, Upcoming Projects...)
- Clarity and agreement about how the funds will be used;
- A fundraising plan.



# How to ask for what you want?

1. What is the need?
2. How do you address the need?
3. How can they be a part of addressing the need?



# The magic phrase:

- “Would you consider...?”
- “What would you consider..?”





# To never do:

- “I am not here to ask for money..”
- “Would you consider supporting us wit 5K? ...Hmm maybe 3K”  
Never change your proposal within seconds. Don't take it back.
- “Whatever you could do to help!”



# To always remember:

- “Don’t ask...don’t get.”
- Never assume.

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# Why do people give?

A person gives money to a specific organization because of:

Ability

Belief

Contact

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# The real meaning of fundraising?

“If you want to change your association, you have to know how to pay for it”.

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