



AMI 2016 A Conference on Creating Social Change

So You Want to Fundraise...

It's that time of year! You're all excited and geared up for AMI 2016 in Houston...but now you have to get there. You're adding up the cost of food, your flight, your registration, your hotel room, and of course your nice clothes so you can dress to impress. But how are you going to pay for it? Sounds like you're ready to fundraise.

There are many different ways to fundraise all with their different pros and cons. It's up to you to decide what works best for you and your student association. Below is a list of different ways other student associations and nonprofits employ on a regular basis with some suggestions on how to make it work with your students. Good luck and we'll see you in Houston!

The Dreaded Ask

Get your groans and grumbles out now because I know how you feel about the Ask. It's intimidating, unruly, and terrible. Or is it? As a Nonprofit Professional, regardless of what your job title, you're a fundraiser. It's inherent in the social sector. Even if your organization has a full-time fundraiser, you still have to convince people that your mission is worth believing in.

Do you know the #1 reason people don't give? *They aren't asked.* The "Ask" is just telling people your mission and convincing them that it's a mission worth believing in. You're not hustling someone trying to convince them something is quality that isn't. You're selling them on YOU, and there's nothing more quality than that.

Look over the sample script (*see page 4*) and revise it to your needs. Keep CALM, you got this! Just make sure you dress professional; if you look professional, you'll feel professional and confident. People can tell when you're invested in something. Get excited! Don't hesitate to ask for advice, resources they use, and even money. Do it simply and confidently. They may not give money, but they may give you invaluable information.

NLA Alumni

Alumni are a great resource just dying to stay involved with the Alliance. Even if they can't donate anything, they are always eager to share their experiences, give you professional advice, help you prepare, and possibly even mentor you throughout your Undergraduate career.

Campus directors should have a list of at least recent graduates. You can allow students to divide them between themselves and reach out. Make sure that multiple students aren't calling the same Alumni as it will get overwhelming. Your Campus Director should also be able to provide you with some information about each alumni and if they've given in the past. This information is critical to forming the relationship and being successful.



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Asking Your Boss/Co-Workers

Asking your boss can be extremely intimidating even if you have a comfortable relationship with them. However, since they work in a sector built on philanthropy, they are philanthropic. They've shaped their whole career on giving back and who better to give to than you? No one that's who! When I was completing an internship before AMI last year I mentioned that I was going to this conference and my boss was insulted that I hadn't asked her. Each of my coworkers gave \$50 because they believed in me and my mission.

These are also great sources of advice. If you're uncomfortable with doing a straight ask, ask them to critique you. Rehearse with them. They do this all the time and have been doing it for years so they have plenty of tips, tricks, and resources to share with you. Current or potential supervisors also love it when you ask them what courses or workshops being offered they think are most valuable. I had my Program Manager ask me to take a workshop specifically so I could give a presentation at our Board Meeting afterwards because she felt it would benefit the entire organization.

Family and Friends

If you're anything like me, you have no problem asking complete strangers, but it's asking people you know and see on a regular basis that can be the most intimidating. However, these are often the best people to ask because they are already invested in you! I had some close friends that I went to class with that each pitched in around \$20 for me to go to AMI. Was it a substantial monetary amount? No. Did it mean a lot to me and them? Of course! Not all of us have a rich uncle somewhere that will write us a huge check, but we all have at least one person that believes in us and is always looking for a chance to reinvest in you and your future. Give them that opportunity!

These are also awesome people to practice your ask on and one of the easiest ways to do so. They'll give you honest feedback and maybe even help you come up with your pitch. Older family members love it when you ask them to help you and you go through the whole process, i.e. scheduling an appointment with them, dressing professionally, etc. Free advice and free money, doesn't get much better than that.

Donation matching

Make sure when you're asking that you mention donation matching. Most businesses will match donations that their employees make to charitable organizations. Large corporations will especially offer this to maintain their PR and show that their employees are invested in their



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community. When you ask family, friends, or associates, ask them if their business offers donation matching or encourage them to consult their HR department. Many do and may not advertise it well. It can never hurt to look into it!

Crowd Funding

Crowdfunding is a great platform just to share on social media and get small donations from people you wouldn't have thought of to ask personally. Don't expect any large donations from this, but all the small ones do add up! Again, it's important to have consistency across all your members so people aren't overwhelmed with multiple asks coming in at once from multiple avenues. Here are some sites that allow you to prepare a professional platform that's easily shared and managed and some tips on using them:

Go Fund Me: <http://www.gofundme.com/>

Support My Club: <http://www.supportmyclub.org/>

When you use any kind of Crowd Funding keep your language clear and concise. For example, your donation options could read "House Me" "Feed Me" instead of "Pay for Housing" or "Pay for Food." Use a short, simple description of cause overall and why it's important to you.

Personal testimonials grab people like a beacon. Videos that act like short commercials have proven to bring in more donations and are easily shared. You could just use the video you make for AMI that we know you're going to submit!

Partnering with Local Businesses

Businesses love donating to 501©3s and students. And you happen to be involved with both. Restaurants do this all the time with entire days or specials that a certain percentage get donated to a cause. You can set this up by speaking with store managers or owners and setting up a date, deal, and then agreeing to advertise for them. Restaurants will do this because they can say they donated to a cause and they know you'll convince people to eat there on that day that wouldn't normally so you both make money. Get your entire association involved in these and invite as many people as possible so it's worthwhile for both you and the restaurant.

ALWAYS SEND A THANK YOU CARD. No matter who it is or how much they gave or didn't give; always send some kind of thank you when they give and again after AMI to share something you gained because they gave. You're building your network and these people may be donating to your organization one day all because you built the relationship now.

Don't be afraid to ask, you never know where it will get you. The worst that can happen is they say no. And you still thank them for their time because you still gained experience. So let's get fundraising!



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Nonprofit Leadership Alliance NLM 420

AMI Campaign 2016

Phone Solicitation Script

Please read the script completely before making your calls.)

Good (*Morning, Evening, Afternoon*), may I speak with _____?

Hello, _____. I am _____, a student in Nonprofit Leadership Alliance (Formerly American Humanics) at _____ (your university). How are you this *evening*?

I'm calling to talk with you about the 2016 Alliance Management Institute in Houston. **I am calling to set up a meeting with you to discuss the upcoming** Management Institute. *Ask for a convenient time for them. (Have your calendar with you and offer blocks of times and dates when you are available.)(Have your calendar ready and select good times for you to meet donors)*

#1 Scheduling a personal meeting is the best option.

Please make a note of the time, date and clear location!

#2 If they would prefer to talk on the phone:

Great! On behalf of the ASU, Nonprofit Leadership Alliance program, I would really like to thank you for your past support of AMI. Let me tell you a little bit about this year's institute. This year, AMI will be held in Houston, Texas from January 3rd through the 5th. This is my _____ (1st, 2nd, 3rd,) year attending the Institute. *(Tell them you are excited to attend and why. It could be the workshops, going to Texas for the first time, the case study, mock interviews, networking, etc.)*

This year we are sending a delegation of _____ students from _____ (your school). Our campaign goal is **\$2,060 per student, totaling \$35,000** for the entire class and 2 faculty members to attend.

Full Scholarship is \$2,060, a half scholarship is \$1,030 and a partial scholarship is \$515.

I am calling to ask for your support in the amount of _____.



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(Always bump up the donation amount from what they gave last year. Suggested Guidelines: Past gift = \$25 / New ask = \$30-\$50, Past gift = \$100 / New ask = \$150, Past gift = \$400 / New ask = \$500, Past gift = 1 scholarship / New ask = 1.5 scholarships)

Can we count on your support at that level this year?

(WAIT for their response! Answer any questions or concerns.)

IF THE ANSWER IS “YES:”

Thank you so much for your support! If you would like to make your gift with a credit card, I can take that information over the phone, or you can send in a check with the self addressed envelope enclosed in the letter that you should be receiving soon

(Wait to provide this option until the website is ready) You may also visit our web site at _____ to make an online donation.

Either way, you'll receive a receipt from the *ASU Foundation*. Your donation is completely tax deductible.

You will have to adjust the payment options you list based on what your association is able to accept (cash, check, credit card, etc.)

IF YOU GET AN ANSWERING MACHINE:

Leave a message.

Hi, this is _____ calling from Nonprofit Leadership Alliance (formerly American Humanics) at *Arizona State University*. I'm calling to talk with you about the 2016 Alliance Management Institute in Houston. I will call you back at a later date. Or if you wish to return my call, my number is _____. I look forward to speaking with about this year's Management Institute, and how you can support our campaign. Thank you, and have a great night (evening, afternoon etc.)

(Be sure to list date and time of your calls and call them back in 48 hours. If you call on Friday, wait to call back until Monday. On the 3rd voicemail replace “I will call you back later” with “I will follow up via email.”)*

FOLLOW THROUGH WITH CALLING THEM BACK AND SENDING THAT FINAL EMAIL!