

Excerpts from

You Can Do It!

A Volunteer's Guide to
RAISING MONEY FOR YOUR GROUP
In Words and Pictures

Written & Illustrated by Vicki Quatmann

Order the full manual from The Appalachian Community Fund (ACF)

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Appalachian Community Fund
530 South Gay Street, Suite 700
Knoxville, TN 37902



PLEASE!

**MONEY,
POWER,**

**and
OPPRESSION**

Do We have a Problem Here?

I feel good when
I can give money!



Me too!



When I give \$ I feel pleased with myself.



It makes me feel like I'm part of the solution.



I can't get out to help much
so I'm glad to give money
to help out.



Giving makes me feel like
I can make a difference.



I feel satisfied that I've done something good.



Giving makes me feel powerful.

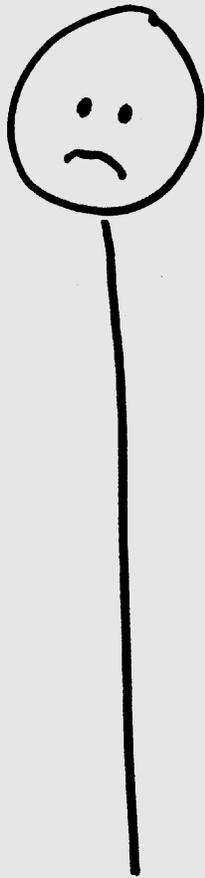


But I'm afraid to ask... I feel like a beggar... If they say "no" I'll take it personally... I feel like a sleazebag... I'm afraid they'll think I'm using our friendship... I'm afraid we won't "deliver" enough good work to justify their contribution... I feel vulnerable. What will they think about me?... I'm afraid they'll think I'm being too pushy... I feel like I'm intruding or crossing some kind of polite-line when I ask for money...



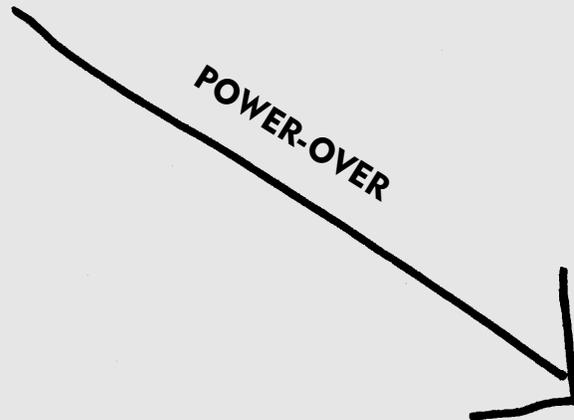
The Box of Oppression

THE ONE-UP – ONE-DOWN MODEL



ONE-UP

- Better than
- Superior
- Leader
- Agent of oppression



ONE-DOWN

- Less than
- Inferior
- Follower
- Victim of oppression

In our culture money is associated with power.

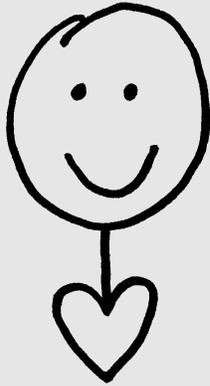
Because of past money-related bad experiences, many of us are insecure about money. We often play One-up – One-down.

We frequently use money to separate, discriminate, blame, and destroy.



Our Goal

THE ALLY MODEL



ASKER



POSSIBLE DONOR

I know that she's a good person and so am I and each of us is doing the very best we can.

I will ask her to give a donation to support our group.

It is the only way she will know we need money.

I'll put my own anxieties aside because this cause is more important than my worries.

By offering her an opportunity to join us in our work with a donation,

I am inviting her to be a partner with us.

If she says "no" I know she will not be rejecting me personally.

She has to decide her own priorities in donating. My job ends when I finish asking her.



Here's What Is True

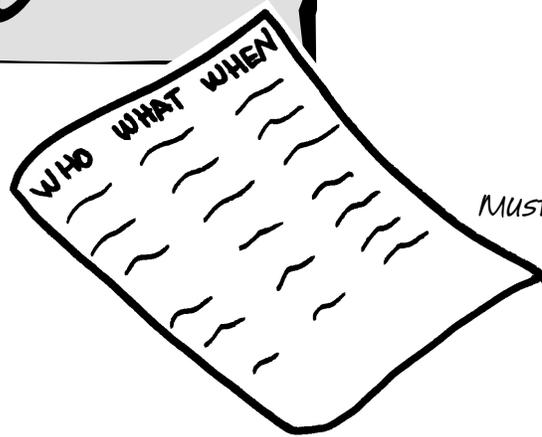
- * Few people give a donation of money unless they are asked*
- * Nearly everyone feels good when they give money*
- * In recent years, individuals have donated more than \$166,000,000,000 (that's one-hundred-sixty-six billion dollars!) each year to charitable causes in the USA*
- * The bulk of this money comes from households with earnings of less than \$60,000 a year*
- * When you ask people you know for a contribution to a charitable cause that you care about, at least half of them will say "yes" to your request and make a contribution*

CONCLUSION: *Let's get over our fears and learn to ask!*

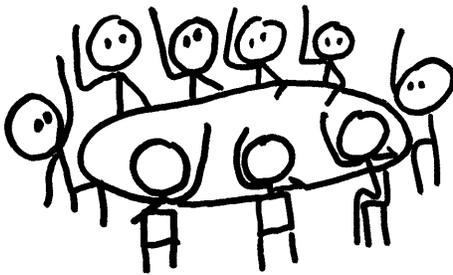
Chapter 2

The Fundraising Plan

IF YOUR ORGANIZATION IS GOING TO RAISE MONEY, THE NEXT STEP IS THE FUNDRAISING PLAN.

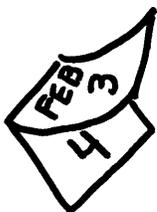
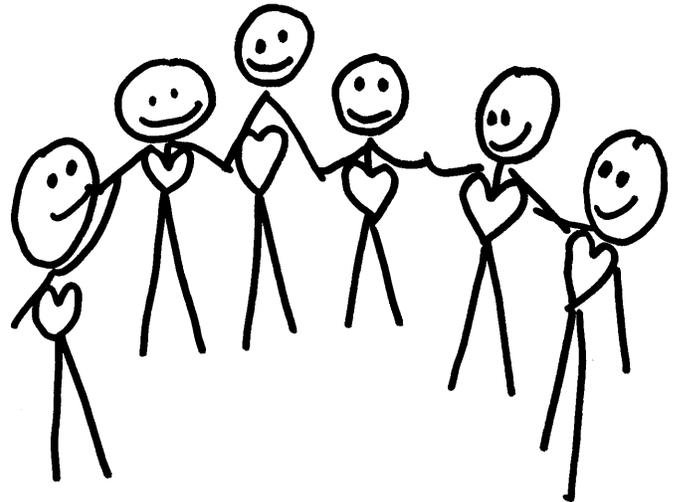


Must be WRITTEN



Must be AGREED to by everyone who cares about the organization (Board, leaders, staff).

Must have the names of the PERSON RESPONSIBLE next to each "To Do" item.



And, must have DATES and DEADLINES

ALL GOOD FUNDRAISING PLANS INCLUDE:



Strategies for...

BRINGING IN NEW DONORS



Strategies for...

KEEPING THE DONORS YOU ALREADY HAVE



Strategies for...

INVITING SOME OF YOUR DONORS TO MOVE UP –

*that is, to give a gift that is a stretch for them, requiring them
to make a real commitment to your organization*



Strategies for Bringing in New Donors

- * Challenge everybody who already is a member/donor/supporter of your organization to get one other member. Package this as a campaign with a short timeline; provide lots of phone support; create teams and make it big in your newsletter or regular meetings.
- * Get names and addresses and phone numbers at every rally, action, protest or fundraiser. Follow up with a letter inviting the person to join and then phone them to answer questions and invite them again to join.
- * Choose one day, perhaps a Saturday or Sunday when lots of people are at home. Choose the day well in advance and designate it as "growth day" for your organization. Challenge teams of members to go out to visit their neighbors and invite them to join. Have a get-together at the end of the day to celebrate where everyone can report their progress and hear how it went for everyone else.
- * Every year hold a special one-hour practice session on how to ask someone to join your organization. Make the session required for Board members and encourage as many other members to come as possible by sending out a flyer and following up with a phone call.
- * Maintain year-long charts showing the names of new members and the name of the person who brought them into the organization. Take these charts to every meeting to keep it on everyone's mind and to honor those who succeeded in getting new members.
- * Challenge the Board to be able to report bringing in one new member at every Board meeting. Let each one tell how they did the recruiting (everyone likes air time and this gives it to those who are getting new members). Honor those doing the recruiting with enthusiasm, but don't let this practice discourage other Board Members from attending meetings. Keep working one-on-one with those who don't bring in new members 'til they are successful too.
- * Host a series of coffees or dessert parties in members' homes with the goal of each gathering to get ten new members. Do it as a special campaign, with all the parties happening within a tight timeline. Make a lot of proud noise honoring those who do the party and get new members.



Strategies for Keeping the Donors You Already Have

“Thank Them, Praise Them, and Ask Them Again”

- * **DUES RENEWALS** — If your organization draws people who respond to mailed dues reminders, always send an annual dues renewal notice. Send another reminder a month later for those who don't renew the first time.
- * **DUES RENEWALS** — Many people do not respond to mail — for these people you need to set up a series of teams who make phone call reminders (or visit their homes) to get their dues renewals.
- * **DUES RENEWALS** — Consider an annual campaign in a certain month every year for all your dues renewals. Create teams to do follow-up contacts with those who didn't renew by mail and give prizes for the team that gets the highest percent of people renewing, for the first team to finish contacting everyone, etc.
- * **EXTRA GIFTS** — It is always good to ask several times a year for extra gifts over and above the annual dues. (When you ask several times, your members learn that there is lots going on; they can always feel free to say no.) About 5–15% of your members will give an extra gift if asked.
- * **EXTRA GIFTS** — When your organization is planning a Special Project, that's a good time to ask your members for extra gifts in addition to their dues. Perhaps a bean supper for the Welfare Rights Campaign you are in the middle of, or a Mother's Day Event honoring the mothers of the youth that your organization works with.
- * **EXTRA GIFTS** — At the end of every year, many people give an extra gift to their favorite organizations to congratulate them on their good work. Write an interesting letter in October telling some of the juiciest accomplishments of the past year and ask your supporters for extra gifts.



Strategies for Inviting Some of Your Donors to Move UP to Making a Serious Commitment with Their Biggest Annual Gift

There is *only one* strategy to “move them up” — that is the personal ask. You are inviting the person to make a serious commitment of money — to make your organization one of the few they give their biggest annual gift to.

You might write a personal letter telling of your desire to talk about their gift to your organization (or, if you know them well, give them a call and say you want to get together with them to talk about their annual gift). If you write a letter, then call within a week of sending it and ask if you can meet with them.

You will either end up with a face-to-face meeting or they will want to have the conversation on the phone. Tell them how much you appreciate them for what they’ve already done. Invite them to talk about their personal interest in the organization’s work. Then, tell them a bit of the organization’s future plans. Finally, ask them to increase their donation to a specific amount that you suggest. “Will you become someone who really has a stake in our success with a gift of \$ _____?”



No, please,
you mean I have to ask,

ASK?

Eyeball-to-eyeball?

Face-to-face?

*I have to **ASK***

someone I know

to give money

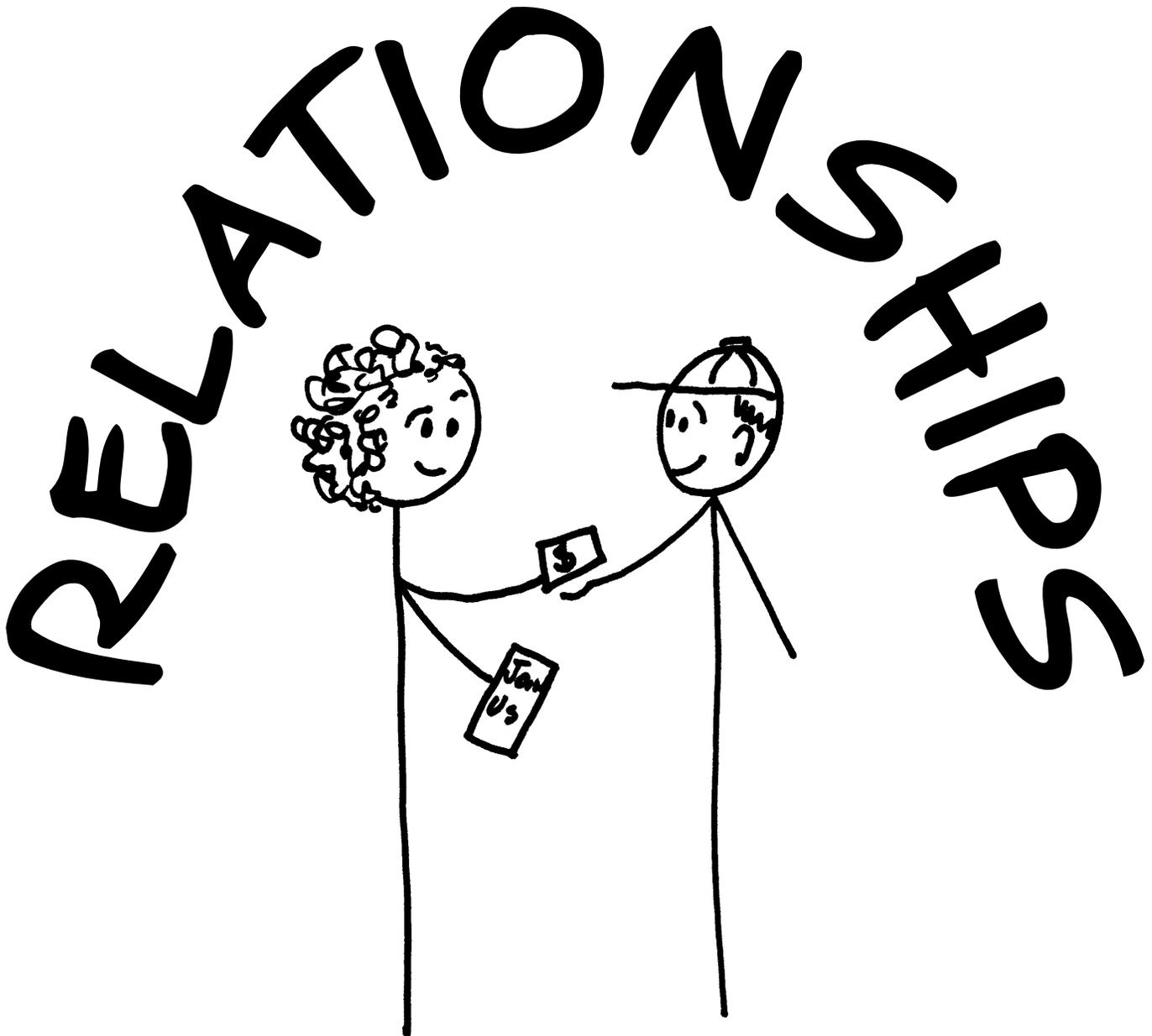
to our organization

to become a member?

That's the only way it works??



*ALL SUCCESSFUL
FUNDRAISING IS ABOUT
... Ta-Dum!!!*



Just as we make a relationship with a volunteer whom we ask to give TIME — we must also make a relationship with a donor whom we are asking to give their MONEY.

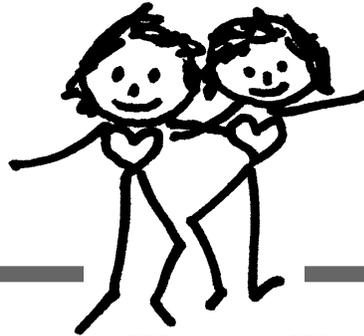
ASKING

Someone to join your group with a commitment
of money (an Annual Gift)

is not...

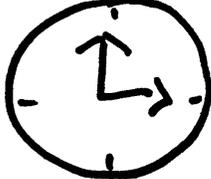


Rather, IT IS...



**AN INVITATION
TO
PARTNERSHIP**

Essential Ingredients of a Good Ask

1  Do you have time right now for me to ask you about giving money to support our group?

- Have time?
- May I ask you for money?

2  LISTEN carefully to all she says – with your eyes and ears and your heart

ASK questions to learn her feelings about the problems your group works on

3  Then, after she has had a chance to show you her feelings, offer a BRIEF presentation of your organization, focusing on the parts she will find especially interesting. She will lose interest if you talk on for more than a minute!

4  Ask her if she has any questions or concerns – and then listen carefully again.

5  Finally, personally invite her to join. Use words like, "I/WE WOULD BE PLEASED IF YOU WOULD JOIN US AS A MEMBER. WILL YOU?" (This is called "The Close.")

THEN — WAIT , quietly, for her answer.

Thank you, each one of you, for agreeing to help ask people to join us.

At this meeting we will practice asking. We want to do it respectfully, of course.



A FEW MORE WISE WORDS TO HELP YOU ASK WELL

PEOPLE GIVE
BECAUSE THEY
WANT TO.
YOUR JOB IS
TO ASK. THEIR
JOB IS TO
DECIDE.

PEOPLE
GIVE TO PEOPLE,
NOT TO CAUSES.

PEOPLE GIVE TO
SUCCESS, NOT
TO DISTRESS.

PEOPLE GIVE
BECAUSE THEY
NEED TO BE PART
OF MAKING THE
WORLD BETTER.

PEOPLE GIVE
OUT OF THEIR
SELF-INTEREST.

PEOPLE
GIVE TO
OPPORTUNITIES,
NOT TO
NEEDS.

THE FIRST
GIFT USUALLY COMES
FROM THE HEART MORE
THAN THE HEAD.

PEOPLE
RARELY GIVE UNLESS
THEY ARE ASKED.

PEOPLE OFTEN GIVE A GIFT
BECAUSE THEY TRUST THE
ASKER EVEN WHEN THEY
DON'T KNOW MUCH ABOUT
THE CAUSE.

THE PROSPECTIVE MEMBER/DONOR



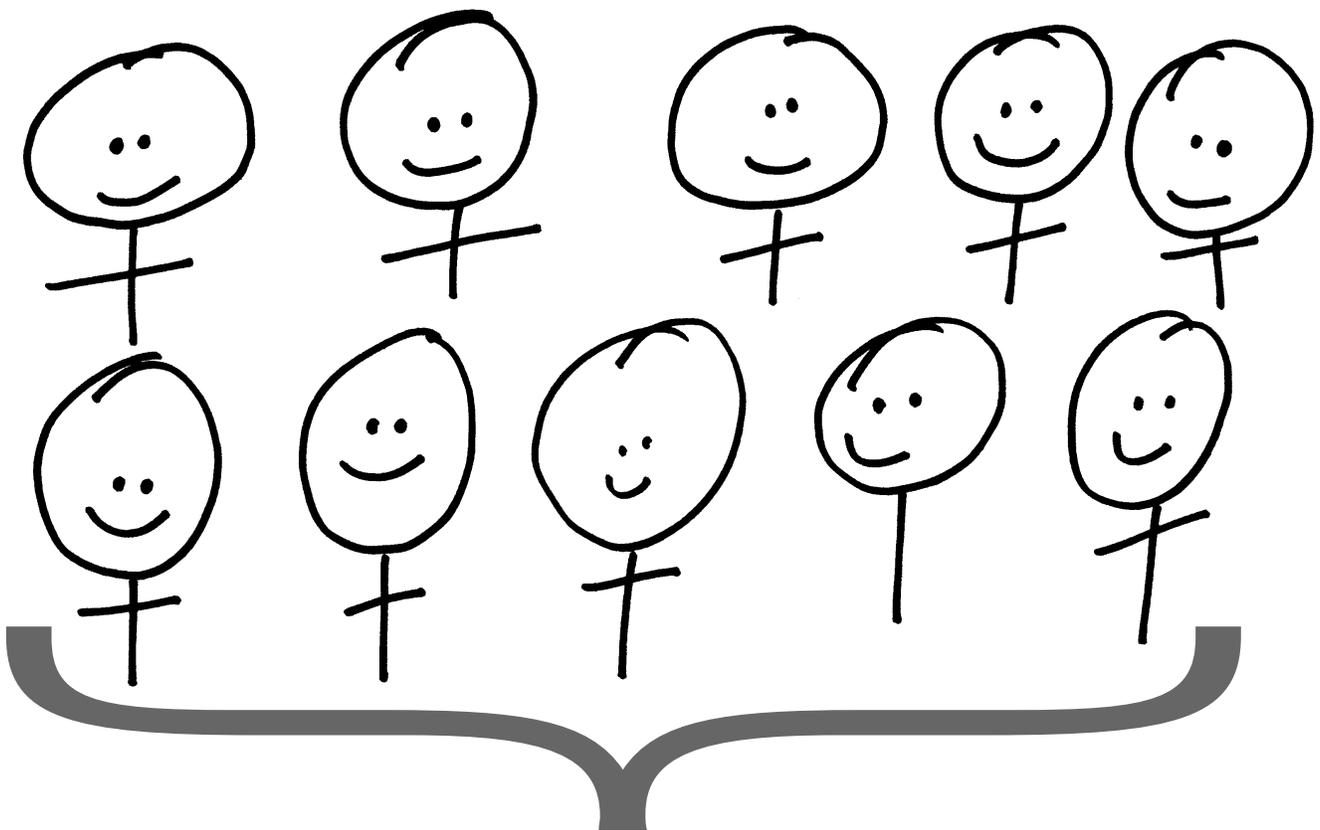
Who is she?
Why might she care about our work?
What are her past experiences with the issues we are working on?
What are her interests in our work?



STATISTICS TELL US THAT:

EACH OF US KNOWS AT LEAST **TEN** PEOPLE WHO...

- ✓ *seem to have similar values as our own about the problems our group is working on*
- ✓ *will make a donation to help out, when they can*



THESE ARE THE TEN PEOPLE YOU KNOW — GIVE THEM NAMES AND HAIR AND EYEBROWS AND GLASSES, EARRINGS AND BEARDS, ETC.

WHERE TO FIND TEN PEOPLE YOU COULD ASK

WHERE DO YOU SPEND YOUR MONEY? AFTER ALL, MONEY TALKS...

- Corner store
- Rent, mortgage
- Car payments
- Video store
- Clothing
- Gas station/auto repair
- Barber/beauty salon
- Hardware store
- Bank
- Grocery store
- Liquor store
- Laundromat
- Doctors
- Lawyers
- Accountants

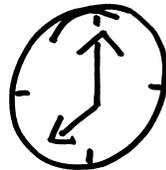


WHO RESPECTS YOU? WHO WILL LISTEN TO WHAT YOU HAVE TO SAY?

- Family members
- Friends
- Colleagues at work
- People you have helped
- Organizations that support your work
- Elected officials
- People who are too busy to be involved

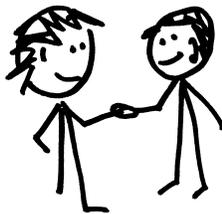
WHOM DO YOU RESPECT? WHO DO YOU LOOK TO FOR LEADERSHIP?

- Leaders in your community
- Colleagues at work
- People who have helped you
- Organizations that do good work
- Anybody you respect



WHERE DO YOU SPEND YOUR TIME?

- Workplace
- Church
- Community center
- Bar
- Health club
- Places where you volunteer
- School
- Union
- PTO



WHO BENEFITS WHEN YOUR ORGANIZATION IS SUCCESSFUL IN ITS MISSION?

- Others in your living area
- Members of other groups who care about your issues
- Local governing bodies
- Civic groups with a similar vision as yours
- Churches

Chapter
12



“WE WANT TO HELP YOU”
YOUR
VOLUNTEERS

“THEIR CARE AND FEEDING”

BUT...



I sort of had a very bad experience last time I volunteered my time. Everyone else agreed to do things but didn't follow through and I was left with too much of the work.
I don't want that to happen again!



Please don't waste my time. Use me for my best skills. I am really good at the computer and can keep track of all our donor records. Please don't have me licking envelopes!



I've got some of my own ideas. I hope you can include me in some of the thinking and decision-making. I want to be part of the core group.



I really don't have lots of energy. I don't want to do any of the planning and deciding. Just tell me what you need me to do for a few hours a month and I'll do it if I can.



I like this organization. I want to be part of you all. I'd enjoy some fellowship and friend time while we do the fundraising. I don't want it to be all work and no play!

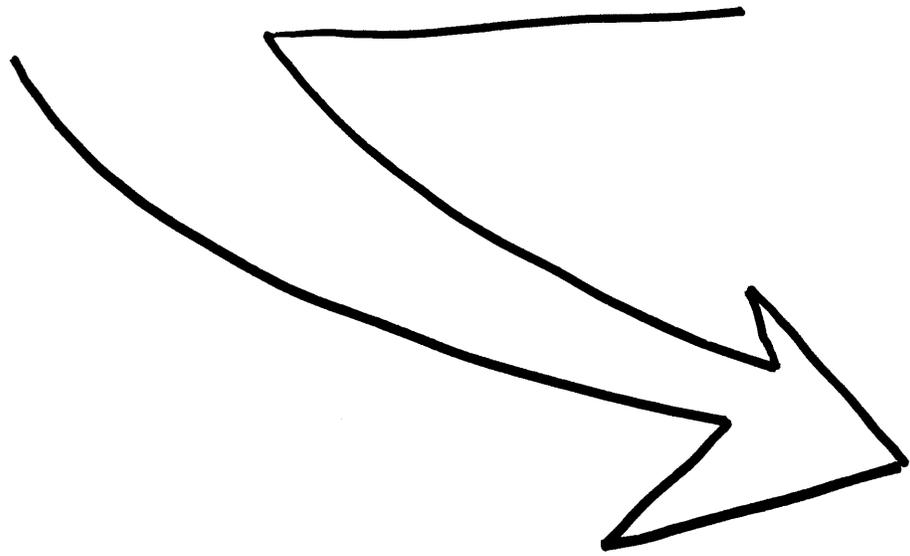


I'm not really interested in working on all the events. I just really like the Walkathon. I love nature and I only want to work on that. And I've got some ideas for how to make the Walkathon better.

WHAT YOUR VOLUNTEERS WON'T TELL YOU UNLESS YOU ASK THEM!

R **A** **I** **S** **E**
Recognition Accountability Incentives Support Evaluation

**A GREAT
TEAM OF
VOLUNTEERS**



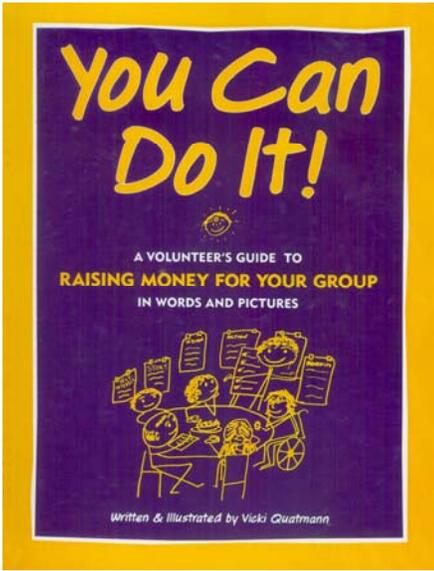
Thanks to Mark Toney, executive director of the Center for Third World Organizing, for this nifty acronym and the ideas it represents.

The Volunteer Viewpoint

If you want my loyalty, interests and best efforts, remember that...

- 1.** *I need a sense of belonging, a feeling that I am honestly needed for my total self, not just for my hands, or because I take orders well.*
- 2.** *I need to have a sense of sharing in planning our objectives. My need will be satisfied only when I feel that my ideas have had a fair hearing.*
- 3.** *I need to feel that the goals and objectives we have are within reach and that they make sense to me.*
- 4.** *I need to feel that what I'm doing has real purpose or contributes to human welfare – that its value extends even beyond my personal gain, or the hours I put in.*
- 5.** *I need to share in making the rules by which, together, we shall live and work toward our goals.*
- 6.** *I need to know in some clear detail just what is expected of me – not only my detailed task but where I have opportunity to make personal decisions.*
- 7.** *I need to have some responsibilities that challenge me within range of my abilities and interest.*
- 8.** *I need to see that progress is being made toward the goals we have set.*
- 9.** *I need to be kept informed. What I'm not up on, I may be down on. Keeping me informed is a way of showing respect for me as an individual.*
- 10.** *I need to have confidence in those who are in charge; my confidence will grow if I see consistent, fair treatment and recognition when it is due.*

In brief, it really doesn't matter how much sense my part in this organization makes to you – I must feel that the whole deal makes sense to me.



ORDER FORM

You Can Do It! A Volunteer's Guide to Raising Money for Your Group in Words and Pictures by Vicki Quatmann

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