

FUNDRAISING TIPS FOR DONATIONS FROM INDIVIDUALS

First rule, ASK!

You can ask in person, or via letter, e-mail or voice mail. But, ASK!!! You'll be surprised at how many people want to contribute simply because you asked them.

- **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 settle for \$50. Gear the amount you're requesting to 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.
- **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.
- **Be informed.** People are more inclined to give a donation when they know how their money will be used.

Who should you ask?

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

Your best lunch date
Friends from your old job
Friends from your present job
Friends from school or college
Members of your sports team
Members of your hobby group
Members of your church or synagogue
Friends from your old neighborhood
Your landlord
Your car salesperson
Your car repair person

People you know through your spouse
People you know through your children
People from your lodge or club
People who sell you groceries
People who sell you clothing
Your plumber
Your painter/decorator
Your next-door neighbor
Your travel agent
Your wedding attendants
Your veterinarian
Your children's music teacher

Your lawyer
Your son's/daughter's scout leader
Your dry cleaner
Your florist
Your letter carrier
Your babysitter
Your children's school principal
Fellow committee members
Your insurance agent
Your relatives
Your CPA
Your boss

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Call, e-mail or send a letter to everyone on your list. Write memos and announcements, hang fliers, include a write-up in the company newsletter and get on agendas at meetings.

Motivate the people around you. Display a goal board or thermometer to show total dollars raised. Publicize names of donors on bulletin boards in cafeterias. 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.

How to raise \$250 in 8 days:

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| 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 |