

FAST *FUN*DRAISING FACTS FOR FAME & FORTUNE©

Jean Block Consulting, Inc.

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Jean's 10 Rules For Fundraising Success

1. Ask for what you want or take what you get.
2. Assume a Yes - nod and smile - leave plenty of white space.
3. If your prospect says yes immediately, you didn't ask for enough ... *you can always negotiate down, but never up.*
4. Never talk to the person who can say NO.
5. "No" won't make you shrivel and die. *Learn how to ask better the next time.*
6. Create opportunities - have several options ready.
7. People give to people - ask in person - know your donor.
8. People want to back a winner.
9. You can't ask others to do what you haven't done ... *Buy your ticket or make your contribution first.*
10. Thank you ... Gracias ... Merci ... Danke ... *Make it timely and make it meaningful*

Learn more.
Download *Fast Fundraising Facts for Fame & Fortune©* at
www.jblockinc.com.

The Secret of Money

All Sources of Money Have One Thing in Common – To Get It, You Have to Ask For It!

NO Won't Make You Shrivel and Die. 4 Things to Do:

1. Say Thank You (for your time, your consideration, etc.)
2. Ask what you need to know to ask better next time.
3. Ask for a referral: "Now that you know who we are and what we have to offer, can you think of anyone else who might want to take advantage of this opportunity?"
4. Ask how else might we collaborate? Inkind?

Excerpted from *Fast Fundraising Facts for Fame & Fortune©*

Menu of FUNdraising Opportunities for Board Members

Grants, Sponsorships, Inkind, etc.

- Research your own and other company's giving programs.
- Provide testimonials, sign cover letters, etc.
- Write proposals and ask for sponsorships, underwriting.
- Solicit in-kind contributions of goods and services.

Annual Campaign, Direct Mail Campaign

- Make your gift first!
- Provide testimonials for letters.
- Write personal appeal letters to names in your contact list.
- Make an Internet Giving Page.
- Make thank you calls to donors.
- Make fundraising calls to donors and prospects.
- Host an event at your home or office.
- Underwrite the cost of the campaign (printing, postage, etc.)

Major Gifts Campaign

- Open doors for other Board members and staff.
- Make personal gift and ask others to match it.
- Accompany staff on calls.

Special Event

- Plan it! Organize it! Serve on the committee!
- Sell tickets. Buy tickets.
- Solicit auction items and other requirements.
- Solicit underwriting and sponsorships.

Planned Giving

- Make personal planned gift.
- Serve on Planned Giving Committee, solicit planned gifts.

Advocacy

- Contact lawmakers, testify, advocate!