



FUND-RAISING TIPS

FUND RAISING – IT’S EASIER THAN YOU THINK

Here is some information on the basics of fundraising and techniques for becoming a top fundraiser. Even if you’re a veteran, you’re sure to find some new ideas. You can choose the one most comfortable for you, or use a combination of ideas. Whichever method you pick, don’t delay putting it into practice.

The sooner you start, the sooner you’ll see your donations start to climb.



FACE TO FACE

Asking a potential donor face to face is the most effective way to raise money. We all know that it can be difficult to overcome your fear of asking someone for a contribution. You may fear rejection or feel embarrassed and nervous. It is important to be confident when asking donors for support. Make sure to be fully prepared and the face to face request will be a breeze. Use the following topics and sources of information to build your confidence about asking a prospect to contribute to the TS Alliance.

- **Remember you are not asking for the contribution for yourself, you are asking on behalf of CalCPA.** Don’t feel guilty or greedy, you are being generous! Your image will only be heightened because you are working for a good cause.
- **Educate your potential sponsor** so that they feel more comfortable about making a contribution.
- **Treat your request as an everyday conversation.** Don’t start by apologizing! There is value in what you are saying. Build your request around your excitement and enthusiasm for participating in a special event that will help in the fight against TSC. Share stories about why the event is important to you.
- Finally, **make the appeal personal.** Ultimately, your friends, family and co-workers will support you because you are doing the asking.



OVER THE PHONE

The telephone is an effective and direct way to reach out to your prospective donors, particularly those you do not see daily. Here are eight easy steps to raising donations over the phone.

1. **Develop your list.** Determine who needs to hear your voice. Some of your friends and business contacts may be better suited to a letter requesting their support, but others may need the personal approach.
2. **Pick the best time to call.** Build a plan of who you will call and when – business contacts and vendors should be called during the day, family members and friends on evenings and weekends. Avoid the dinner hour and late-night calls.
3. **Know what you’re asking for before you ask.** Figure out ahead of time what you are going to request from your donor. Be sure to ask for the biggest donation first, and then go down your list of other donor opportunities.
4. **Go for it!** Once you make the call, explain that you have made a commitment to help fight TSC. Here’s the key statement, “I need your help to accomplish this. Will you make a donation or participate in the event?”
5. **Silence is not a “no.”** Don’t feel like you have to ramble, fill in pauses or change the request or donation amount. They will respond when they have considered the contribution.

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6. **Thank them!** Regardless of the outcome of your call, thank them for their time, consideration and support. If you find someone that would like to help, but is unable to sponsor you, invite him or her to volunteer at your event.
7. **Follow up with a written thank you and return envelope.** This is a critical step to fulfilling your goal and keeping your donors satisfied. Personalize a thank you letter with their name and the amount of the donation or type of support they agreed to on the phone. If they said “yes” but didn’t indicate an amount, thank them for their generosity and let them know you appreciate whatever they are able to contribute. Including a return envelope will make fulfilling their donation very easy. Sponsors can make their tax-deductible checks payable to the TS Alliance.
8. **Have fun!** If you sound excited about your event and the fight against TSC, it will be contagious!

SUCCESS TIPS



Once you’ve got the basics down, add your own ideas to really personalize your appeal. Helpful topics and proven examples from a fund-raising expert are listed below.

What you can do:

- Start with easy targets – family and friends. Practice your techniques and build your confidence with a few trial runs. Then, go after the bigger marks.
- Where do you spend your money? Ask the manager of the local gas station, grocery store, coffee shop, hair salon, dry cleaner, or restaurant to make a donation in return for your faithful patronage.
- Take advantage of peer pressure. Approach people in a group setting. Make a quick

appeal before a business meeting at a party or in the break room at lunch. Ask people to donate what they would spend on incidentals like movies, snack food, cocktails or dry cleaning for a week.

- Don’t forget to contact people who have asked for your support in the past. They will be happy to support you in your fundraising efforts.
- Keep your event information (i.e. invitation, brochure, flyer) with you ALWAYS! You never know when you’ll run into a potential sponsor, donor or volunteer. When you do, you’ll be able to provide them with immediate information on the event.
- Remember to use matching gifts. Many companies match their employee’s donations to nonprofit organizations. If a donor’s company is among them, they can double or triple donation dollars.

GOOD LUCK!



FUNDRAISE ONLINE

*Power by Numbers is a personal web page -
an easy new way to fundraise online!*

Now you can set up a personal online fundraising page
to help raise money for CalCPA!

It takes only minutes to create, allows you to check and track your dollars,
and provides an instant receipt to donors.

It's easy to sign up, visit: www.firstgiving.com/calcpa and set up your
page today!

Why Fundraise Online?

- Your page is a fun way to involve your family and friends
- It will save you time collecting money for the event
- It has a secure donation capability that ensures CalCPA will get the funds quickly and efficiently
- It offers more personalization and interaction than paper forms

How it Works

1. Set up your page. It's simple and fast! (usually takes less than 5 minutes)
2. Personalize your page. Add your own photo, message and page name.
3. Use the email module to email your family and friends
4. They visit your page donate with a credit card
5. Funds are transferred electronically to the CalCPA

*To set up your own personal page,
simply visit www.firstgiving.com/calcpa
and set up your page today!*

Please contact Delia Rincon with any questions:
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