

Be nice to men who give you old underwear

*By Nathalie Karvonen
Executive Director (and Founder)*



Early years of fundraising

- ✓ Dinner & auction
- ✓ Walk for wildlife
- ✓ Casino night
- ✓ Grant applications
- ✓ Sporadic newsletters
- ✓ When people made a donation we said thank you, then at some point sent them a thank you letter and tax receipt



My recommendations



~~Special events~~

My recommendations



~~Grant applications~~

My recommendations



~~Online contests~~

My recommendations



~~Merchandise~~

My recommendations



Focus on your people!

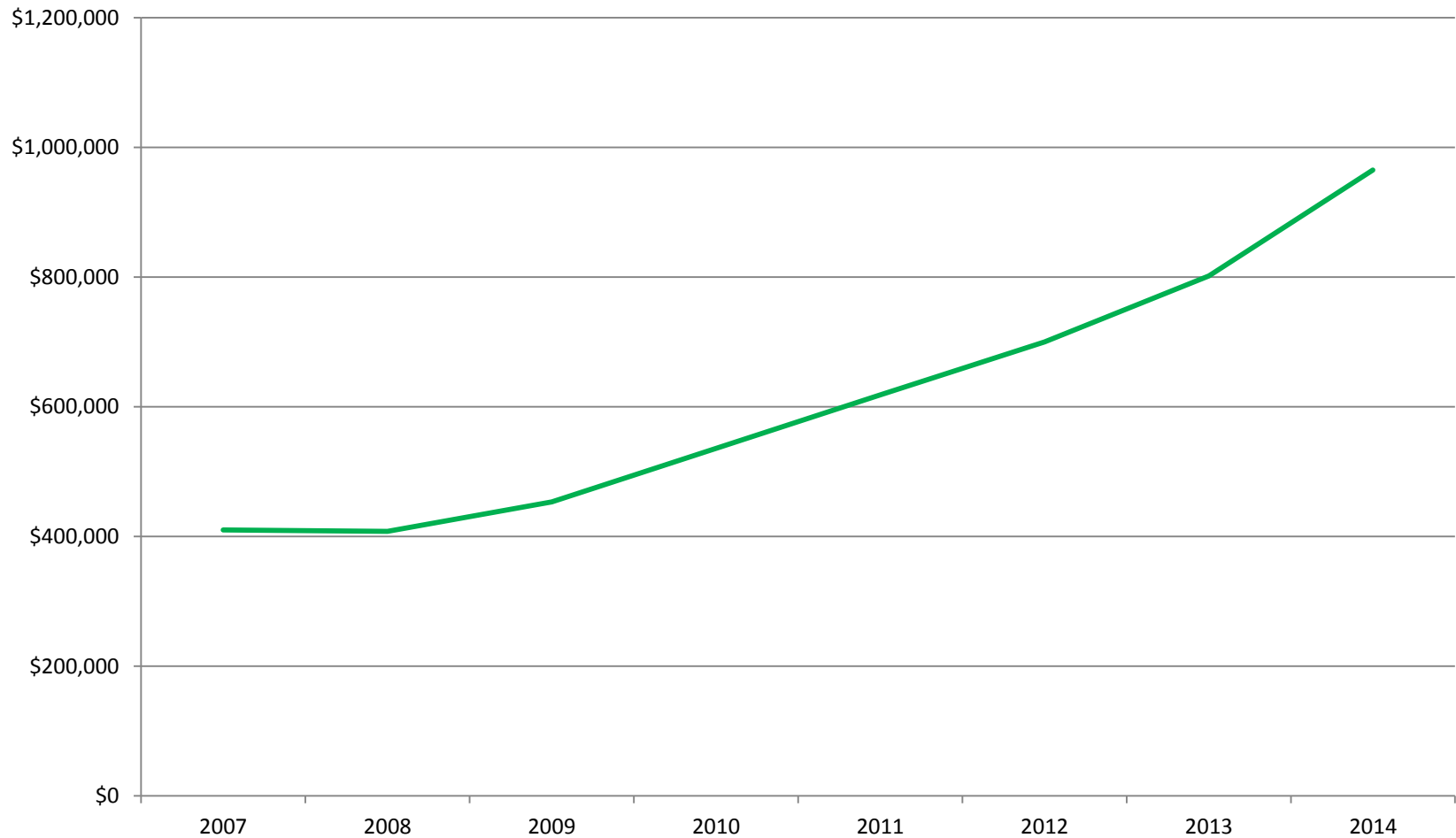
People are everywhere!

- ✓ People bring in animals
- ✓ People call you
- ✓ People meet your staff or volunteers in the field
- ✓ People come to your education presentations
- ✓ People hear about you in the media
- ✓ People find out about you online
- ✓ People volunteer for you
- ✓ People work for you
- ✓ All these people have family, friends, co-workers, etc. and they hear about you too



Fundraising at TWC

Total Individual Donations



What do you need?

- ✓ A good reputation!
- ✓ Good stories and images
- ✓ Someone who has the time to learn about fundraising, and time to fundraise
- ✓ Good record keeping
- ✓ Staff and volunteers in all areas who help
- ✓ To make your people a big priority



Your front line people are critical; the people who represent your organization



Your behind the scenes people are
important too!



Storytelling...
and a picture is worth a thousand words!













Someone who has the time to learn about fundraising, and whose focus that can be



Good record keeping is a must!

- Keep track of as much as you possibly can about each donor
- When did they last donate?
- Why?
- What have your interactions been with them?
- Keep notes. What pets do they have? What else do you know about them?
- Research if possible



Your whole team is part of it!

- Your front line people need to dazzle and impress, and alert you to great stories and fundraising opportunities
- Your medical and rehabilitation team needs to alert you to great stories and photographic opportunities
- Your support team keeps your centre clean, especially when company's coming
- All your staff and volunteers need to be their great, professional selves to make sure you achieve your mission
- Everyone should talk about your great work - you never know when opportunity awaits



People donate... and then what?

- ☐ Thank you phone call, email and / or letter / card... asap!
- ☐ Send them newsletters to show what THEY have achieved
- ☐ Sign them up for e-newsletters, encourage them to connect via social media
- ☐ Invite them in for a tour, or to go on a release
- ☐ Call or email them with something relevant
- ☐ Create a donor Open House or other relevant event
- ☐ Send them a Holiday card, gift, calendar, etc.
- ☐ Send them appropriate fundraising “asks”
- ☐ Keep very good records of everything
- ☐ Repeat



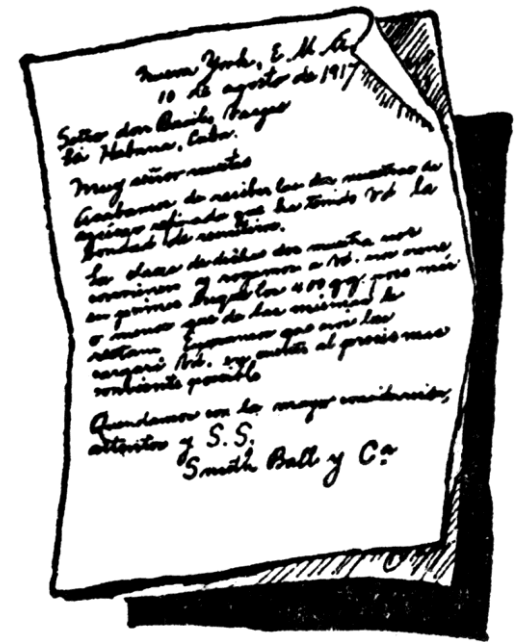
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What is an “ask”?

- It is NOT a newsletter
- It is NOT a donation jar
- You can just ask face-to-face
- Direct mail letters are critical
 - NOW is the best time to send it
 - Right now!



Resources

One-person shop? Raise all the money you need to fully fund your mission with **Simple Development Systems**

Nonprofit fundraising solutions for small nonprofits



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maximum fundraising results in minimum time for the one-person nonprofit development department!

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Fundraising Friday | March 6, 2015

MARCH 6, 2015



Fundraising Friday

Links for smart fundraisers

What's in my Inbox | [A terrific welcome email from Audubon.](#)

Fundraiser Grrl and major gifts fundraiser extraordinaire, Rory Green, with [Knowing These 5 Conversation Secrets Will Make Your Major Gifts Fundraising Amazing.](#)

In this week's What's in my Mailbox, you'll see a [stellar membership renewal.](#)

I'm in the midst of my friend, Ken Burnett's new book, *Storytelling Can Change the World*

RAVES FOR PAMELA

I have to tell you that this book was AMAZING when I started my new job. It helped me craft my 30-60-90 day work plan. I would highly recommend it!!!

—Alexa J. Markoff, Director of Development, Rape Victim Advocates, Chicago, IL
www.rapevictimadvocates.org

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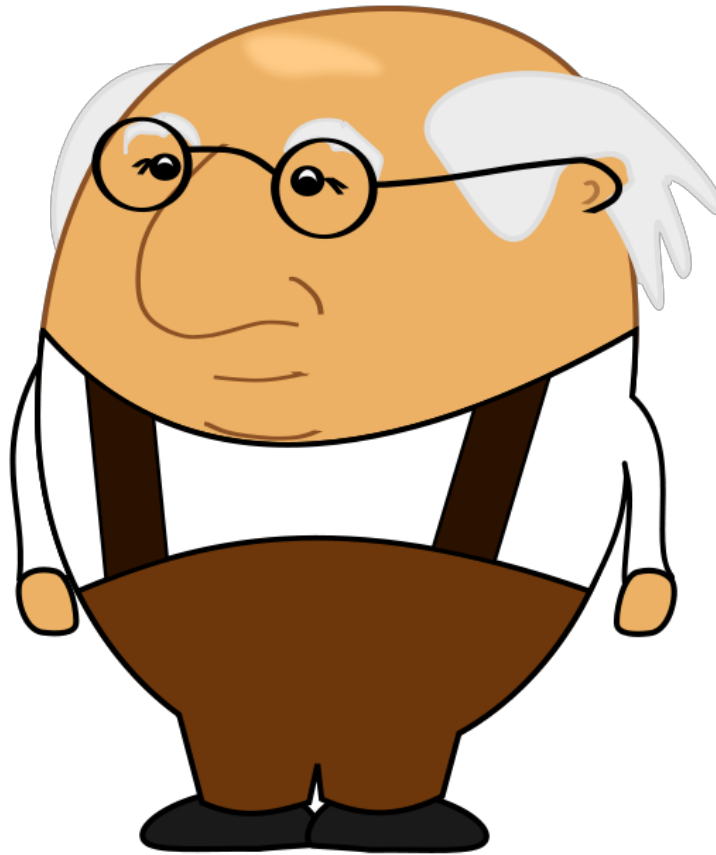
Basic Appeal Letter Template

1. Consider a bold 18-24 pt font headline at the top:
What does music mean to you?!
2. Opening sentence often fills 1st paragraph
Hook your reader, right from the start.
Sample: "Could you picture, for a moment, a woman on the brink of making the hardest decision of her life?"
Ask early, ask often!
3. Your Story
Remember, your story should focus on ONE individual and should convey emotion. What's the one look done? Where is your donor in this picture?
4. Inquest
Here's where you'll share your organization (and your donor's) impact. Be succinct. Remember, statistics don't sell! Clear donor love.
Sample transition sentences: "Today, more than ever..."
"It's only possible with the help of support like yours..."
5. The Ask
6. Reinforce the ask and close
Sample: "A child's future is in your hands."
"To make it easier for you, visit our website..."
"Thank you for being by our side on this journey."
7. Sincerely,
"Yours for the children,"
"With deepest gratitude,"
(Don't sign where in blue only)
8. PS: Reinforce your call to action. Add a deadline.
"Your gift will make _____ possible."

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© 2010. How I wrote it - Julie Becker talks about the Women's Aid fundraising letter.
How to Write Successful Fundraising Letters - Mal Warwick
Memorable Quota Instead, July 2014.
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Your Year-End Appeal | The Basics & More

www.pamelagrow.com

And men who give you old underwear?





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