

Sobering Facts On Fundraising

Our Movement Must Be Funded

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Sobering Facts on Fundraising

In 1996, \$150.7 billion was given to non-profit organizations from these four sources:

- Corporations 5.6%
- Foundations 7.8%
- Bequests (Wills) 6.9%

Individuals 79.6%

People with incomes of **\$10,000 or less** give **2.8%** of their income to non-profits. People with incomes between **\$75,000 and \$100,000** give **1.7%** of their income.

Who's more likely to give you money?
Who should you be asking?
Who are you asking?

Are you asking?

What Do I Say? Tips for Successful Fundraising

The best, easiest, most effective way to fundraise is to simply ask. That's right, asking is the best method not concerts or even puppy hugging sales. Forgive the marketing metaphor, but you have a good product: human rights.

If you ask people to support human rights by signing a letter or petition, you can ask them to complete the support by helping buy postage. Here are practical hints for making fundraising a routine and easier part of your group's work.

Ask for the Donation

Don't wait for donors to take the initiative. If you want a donation, you must ask for it. Everyone you talk to about Amnesty should be asked to join. Anyone who signs a petition or letter should be asked to pay for the postage to mail it off.

Stress the Need

Show that human rights work - research, documentation, postage, etc. - is expensive. Figure out what it costs to run your group and make those numbers available.

Every Donation is an Appeal for Human Rights

Let people know they are part of the solution. Make it clear that every cent is putting pressure on governments to stop human rights abuses. Every donation, no matter how small, helps fight injustice.

Many People Want to give to AI

You are fulfilling a need. Contributing to humanitarian organizations makes people feel good. Not everyone has the time to do everything they want, so by giving you money they feel they are doing something. If you don't ask, you don't give them the opportunity to give.

Integrate Fundraising into ALL Your Activities

Fundraising is a numbers game. For every yes, there will be four no's. So don't sweat the no's, keep asking other people until you get to the yes. Use every fundraising event to generate appeals, create publicity or reach out to the community. Likewise, use every campaigning event to raise some funds.

Enjoy Yourself

Although AI's concerns are serious, to be effective in your work you will have to have fun. If you don't, you will burn out. Before you burn out, you will give off negative body language (also known as "bad vibes"). Have fun and the enthusiasm will help your appeals.

Be Persistent

Keep asking for money. People who have supported AI on one occasion will realize that money is always needed. If a particular fundraising source or project was successful once, try it again. If a source wasn't

successful on the first ask, don't give up. The person's cat could have died, they just flunked Organic Chemistry for the third time, or they were broke. Circumstances could change so keep trying. If someone couldn't give a \$10 donation, ask for a \$5 one. You never know.

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<http://www.amnesty-volunteer.org/usa/southRTG/Fundraising/TOC/page6.html>

Preparing the Case for Your Organization

When you are ready to write a formal case statement, gather around you a few of those who best know the specific focus of the case (reason for asking for donations) you wish to write up. Ask their help, in a brainstorming type session, for the answers to the following questions.

- 1. The Problem.** Describe in graphic, photographable detail the situation that leads your organization to address this specific problem or set of problems. NO abstract language allowed! It is good to use a specific story or two here; or, perhaps a quotation from someone directly affected by the problems. Human detail, individual stories help enliven the case and make it more interesting to prospective donors.
- 2. The Vision.** Describe in equally visual and graphic images what the situation will look like, feel like, etc., when the problem is completely resolved and the reasons for your work are finished or drastically changed.
- 3. The Mission.** Describe the 3-5 year goals that your organization has set itself to move closer to the day when the vision is a reality.
- 4. The Goals.** Describe the specific things your organization intends to accomplish in the next twelve months toward the accomplishment of those long-term goals listed in the mission.
- 5. Evidence of Effectiveness.** Give 4 or 5 compelling evidences of your organization's effectiveness. Stories and statistics can work well here as well as quotations from well-known credible people. Choose examples that will show that your organization is the right one to be tackling the problems above - that it has the experience, the will, the track record of success that says to a prospective donor, "This is the group to invest in if one wants to make changes in the problems just described."
- 6. The Need.** Make as specific a list as you can of all the people skills, time, money and things your organization will need to accomplish your one-year goals. Put a price tag next to each item.
- 7. The Financing Plan.** Describe in as much detail as you can how you will find the resources and money you need. How many individuals will you approach, how many foundations? Describe how and who will do the individual-focused fundraising. A prospective donor, whether an individual or a foundation, does not like to be the only one investing. They want to know they have or will have others as partners.
- 8. Specific Request to this Specific Prospective Donor.** Exactly what is it that you want from this specific prospective donor, foundation or corporation? How much money is needed to fund exactly



Defend our Wetlands, Defend Ourselves Membership Recruitment Campaign Presentation

GREETING: Hi, how are you?

INTRO: My name is _____ and I'm with the Gulf Restoration Network, we're the only non-profit exclusively focused on the health of the Gulf of Mexico.

PURPOSE: We're out tonight working to make sure Louisiana's coast and communities are protected.

PROB: Louisiana is losing a football field's worth of coastal wetlands every 45 minutes to erosion. This loss of wetlands threatens our fishing, the nation's energy, and most importantly, leaves New Orleans more vulnerable to future Katrinas.

SOLN: Plans have been developed to rebuild the coast, but they STILL haven't been funded by Congress.

URGENCY: Scientists say we have 10 years to put these plans in place, or it will be too late, and New Orleans will be the next Atlantis – we need Congress to act right now.

CLIPBOARD: Take a look at my statement of support (hand over clipboard). This outlines our campaign in a little more detail.

ACT: The best way to support the coast is to join the GRN as a member. Your tax-deductible membership gives us the resources, and the unified voice we need to fight for the coast every day. We're asking folks to join as a sustaining member with a monthly contribution with your credit or debit card. This is a great way to give because it lets us use more of our resources working to protect the Gulf, and less on fundraising, so it would be great to sign you up!

If "Yes": Great! Thanks! We're suggesting \$20 or more a month – which will make a big difference in the coming years. We'll send you our quarterly newsletter and an annual report so you know how your support is paying off. I'll leave you with your first newsletter tonight, as well as a copy of a DVD that lays out the case for oil companies to help pay for coastal restoration.