

Fundraising Ideas Listing: An ongoing project from graduate students at Texas Tech University

*Money will not come in and surrender.*  
-Roy L. Williams, Boy Scouts of America

*I prefer a straightforward approach where you tell me what the opportunity is and why it fits in with my strategic objectives. If you make a good case relative to the other requests I get, you'll get a check.*  
-Steve Kirsch, Chairman, Kirsch Foundation

*Give generously to others when it makes you feel good, not when it hurts.*  
-Allan J. Pekor, Chairman, Lennar Financial Services

Title	Description	Source
E-newsletters	Develop a free E-newsletter updating supporters on the happenings of the organization	Mal Warwick, Fundraising when money is tight, p. 170
Request e-mail cards	Acquire e-mail addresses for future gift requests by including a e-mail line on every request for information.	Mal Warwick, Fundraising when money is tight, p. 170
"Donate" every page	Include a prominent "Donate" button on every page of your website	Mal Warwick, Fundraising when money is tight, p. 171
"Donate" every e-mail	Include a prominent "Donate" button signature page on every e-mail sent by any staff member	Mal Warwick, Fundraising when money is tight, p. 171
Specific "donate" WebPages	Develop specific donation request WebPages for each appeal, tailored to that specific request, rather than sending everyone to the same webpage for all donation requests	Mal Warwick, Fundraising when money is tight, p. 171
Petition for e-mails	Acquire e-mail addresses for future gift requests by starting a petition campaign for an advocacy issue	Mal Warwick, Fundraising when money is tight, p. 172
Online survey	Send an online survey to learn information about donor desires and contact information	Mal Warwick, Fundraising when money is tight, p. 172
pre-mailing e-mail	Use e-mail to send an alert about an upcoming mail	Mal Warwick, Fundraising when money is tight, p. 172
pre-phone e-mail	Use e-mail to send an alert about an upcoming telephone call requesting funds	Mal Warwick, Fundraising when money is tight, p. 172
Petition Local business	Target businesses that your charity indirectly benefits on a regular basis for fundraising requests, e.g.: a restaurant next to a non-profit arts center.	Reynald Levy, Yours for the Asking, p.12
5% / 2% Clubs	Recognize business donors not only on dollar level given, but on commitment to give a % of net income, such as a 1% club or 5% club	Reynald Levy, Yours for the Asking, p.19
Trustee Engagement	Take trustees out to the sites where the work is taking place to more fully engage them.	Reynald Levy, Yours for the Asking, p.23
Trustee Contributions	Require trustees to contribute a minimum amount or leave the board.	Reynald Levy, Yours for the Asking, p.28
Pro Bono Contributions	The Lincoln center for Performing Arts asked lawyers who were donors to perform pro bono legal work for the charity, saving them money.	Reynald Levy, Yours for the Asking, p.30

Givers are Healthier	Make potential givers aware of the fact that givers tend to live longer, healthier lives	Reynald Levy, Yours for the Asking, p.39
Face to Face Etiquette	Avoid using general staff members for "face to face" donation requests, instead educate and staff a specialized team of 'Face-to-Face' fundraisers	Reynald Levy, Yours for the Asking, p.44
Challenge Grants	Encourage donors to give in the form of a Challenge Grant, i.e. A grant where one donor matches the dollar for dollar amount of another	Reynald Levy, Yours for the Asking, p.50
Embedded Giving	Embedded gifts are when a certain portion of the proceeds go to a charity, they create positive brand awareness	Reynald Levy, Yours for the Asking, p.68
Corporate Branding	The Roundabout Theatre in Manhattan created a named giving opportunity for corporate partner American Airlines, creating the American Airlines Theater in Manhattan	Reynald Levy, Yours for the Asking, p.68
Leading Customers	Recruit the client base/relative of a donor company/individual to ask on behalf of your charitable cause	Reynald Levy, Yours for the Asking, p.74
Perquisites, Perquisites, Perks..	Offer a variety of Perquisites for different levels of giving; Explore the perquisites your donors can offer as incentive to others to donate	Reynald Levy, Yours for the Asking, p.79
Gala Invitation with Pithy Appeal	Include a pithy appeal to all invitations to a Gala event or the like for those who may not be able to physically attend the event may still be able to donate	Reynald Levy, Yours for the Asking, p.87
From Sporadic to Monthly	Create a list of sporadic, but frequent donors and commit them to a monthly donation scheme that is around their average annual donations. Then, once committed for some time, ask to increase by \$5 denominations	Mal Warwick, Fundraising When Money is Tight, p.141
Create a 'Progress Bar'	Wikipedia often employs the strategy of 'short-term' fundraising campaigns where real-time progress is illustrated with a progress bar. This bar is at the header of every page throughout the website and has a donation Quote submitted by donors	Mal Warwick, Fundraising When Money is Tight, p.177
Job Creation	HousingWorks Rhode Island is an affordable housing non-profit that asked for funds by emphasizing that their non-profit actually creates jobs in housing starts. Today's high unemployment magnifies this reward.	Ahern and Joyaux, Keep Your Donors, p. 319
Bad news is good News	Hal Malchow of MSHC, a 'persuasion direct mail firm' notes that "You'll raise far more money with news of a setback that leaves you in desperate need...[than news of accomplishment]"	Ahern and Joyaux, Keep Your Donors, p. 324
Create a 'Gift Rubric'	Create a Table or Rubric in which specific gift amounts are presented to a prospect donor, ask the prospect "where do you see yourself?"	Getting Ready for Face-to-Face Solicitation, www.simonejoyaux.com; Also, Thomas D. Wilson, Winning Gifts, p. 223
Scale to the need	Scale donations to represent exact needs. E.g. "World Poverty is too much for one person to fix, but Saving a child/family" costs \$1/\$3day; This bridges funds to actions.	The Influential Fundraiser, p. 57
Have non-profit CEO on call	Require the Charity's CEO or program manager to remain on-call during the ask to "share the vision and potential impact of the gift...and to handle questions about the details of the organization" when the asker is a volunteer.	Thomas D. Wilson, Winning Gifts, p.206

Leave a Written Proposal	Write out and leave a record of your gift request after a face-to-face meeting	Thomas D. Wilson, Winning Gifts, p.212
Ask for the RIGHT amount	Research the RIGHT amount to ask, a rule of thumb for championing a project is to ask for 10% of the donors net worth. Men appreciate the ego of an inflated figure, while women appreciate a figure that is conservative as they do not like to disappoint.	Thomas D. Wilson, Winning Gifts, p.213
Ask when Liquid	Time your requests during periods of increased donor liquidity. E.g. IPOs, Merger or Buyout, Retirement, Bonuses	Thomas D. Wilson, Winning Gifts, p. 216
Challenge Grants based on net wealth	Challenge prospective donors with challenge grants based on a percentage of another donor's net-worth rather than a \$1 for \$1 match.	Thomas D. Wilson, Winning Gifts, p. 217
The Pregnant Pause	Silence all presentation, convincing, and shift hard to listening mode as soon as the ask is executed. ; "Answer questions, sure. Provide information, sure. But do not talk yourself out of a decision."	Thomas D. Wilson, Winning Gifts, p. 219 ; Burlingame & Hulse (Eds.), Taking Fund Raising Seriously, p. 181
Campaign DVD or Video	Create and Play a DVD/Video that moves the conversation to a request by "highlighting testimonials" and "showing your organization in action"	Thomas D. Wilson, Winning Gifts, p. 221
Campaign Presentation Book	Create and Distribute a Campaign Presentation book that "walks your prospect though your case for support, the project, and the gift request."	Thomas D. Wilson, Winning Gifts, p. 222
Table of Gifts Needed	Create and Present a table of gifts needed. This differs from a rubric because it shows how many gifts of different denominations would be required to meet a fundraising goal. E.g. 1 gift of \$1Million, or 56 Lead Gifts of \$25K or more to meet goals.	Thomas D. Wilson, Winning Gifts, p. 223; Marc A. Pitman, Ask Without Fear!, pp. 19-20
Table of Gifts Achieved	Add a table of gifts Achieved at all levels of the Gifts Needed table with exact amounts and donor names, and finally with the % of goal that those gifts achieved in their respective denominations.	Thomas D. Wilson, Winning Gifts, p. 224
Point don't Ask	Point to an amount on a rubric or table and say "This is where I would like you to consider giving" rather than ever vocalizing a dollar amount verbally.	Thomas D. Wilson, Winning Gifts, p. 225
Ask 3 Times	Ask 1st for "Annual Fund Recommitment". Ask 2nd for a "Capital Project Five-Year cash pledge". Ask 3rd for "consideration of a planned estate gift"	Thomas D. Wilson, Winning Gifts, p. 228
Phantom Party	Host phantom events where the invitee is asked to RSVP with an enclosed envelope and gift. E.g. Tea Bag in the envelope with RSVP saying "I won't be there. I am so looking forward to that! Here's my gift. Thanks for letting me stay home.	Kim Klein & Stephanie Roth, 8 Ways to raise \$2,400, p. 2
Auto-Draft Accounts	Set Up the option to automatically charge accounts of donors for chronic givers through a credit card or bank account.	Kim Klein, Reliable Fundraising in Unreliable Times, p. 137
The Kiva Approach	Kiva.org lets users see exactly who and how much money their 'loans' are going to. Even though in actual practice loans are disbursed prior to funding	Bert Berkley & Peter Economy, Giving Back, p. 34

The DonorsChoose Approach	DonorsChoose includes in their subtotal an optional 15% "gratuity" donation to their non-profit. Next to it is a (?) where you are informed about their low overhead and high reliability.	Bert Berkley & Peter Economy, Giving Back, p. 120
Link Gifts to Work	"Link a particular size of gift to a specific amount if work. It costs [\$]...to restore the sight to a glaucoma sufferer."	Michael Norton & Murray Culshaw, Getting Started in Fundraising, p.42
Shopping List	Itemize your expenses and ask donors to chose which costs they would like to offset. E.g. Electricity for event, Video Coverage for event, Banners and Flyers Exp., Miscellaneous.	Michael Norton & Murray Culshaw, Getting Started in Fundraising, p.54
Sponsored Challenge Event	Sponsor individual participants in a challenge event with one unit of currency donated for every unit of progress the participant achieves. E.g. Walkathon, Cycle Ride, Paintball Tournament.	Michael Norton & Murray Culshaw, Getting Started in Fundraising, p.59
Reward Based Events	Drop donors from the sky. "A sponsored parachute jump [where the skydiving co underwrites the jumps]...might require the participant to contribute [ or donate to the non-profit] the cost of making the jump [to the non-profit] unless ...the participant should raise at least four times the cost [and take the jump for free]."	Michael Norton & Murray Culshaw, Getting Started in Fundraising, p.61
Event T-shirts	Sell Event T-Shirts, and other inventory merchandise bearing the non-profits Logo, slogan, or motto during all other fundraising/social events to create an incidental revenue multiplier.	Michael Norton & Murray Culshaw, Getting Started in Fundraising, p.62
Payroll Giving	Establish a payroll giving system where donors are allowed to have their reoccurring gifts automatically deducted every payroll cycle.	Michael Norton & Murray Culshaw, Getting Started in Fundraising, p.70
Involve the Donor with the Architect	The High Museum of Art received a gift from John and Sue Wieland of \$500,000 that grew to \$12million when John and Sue became involved in the design of the building to be named after them.	G. Douglass Alexander & Kristina Carlson, Essential Principles for Fundraising Success, p. 7
Ask for the Upgrade	Ask for the upgrade right when the donor has their checkbook open, it is when they are least hesitant to change that two to a five in the amount line.	Roland Kuniholm, The Complete Book of Model Fund-Raising Letters, p. 199
Touristic Philanthropy	Mobilize and take advantage of Tourism support. "Action for Community Organization Rehabilitation and Development (ACCORD)...runs a hospital in South India. ACCORD receives a steady stream from overseas visitors by developing a sponsorship scheme where a visitor can sponsor the hospital for one day at a fixed cost. The hospital will write you when you are home and tell you what happened that day. What they were able to achieve with your money, how many babies were born, what lives were saved."	Michael Norton & Murray Culshaw, Getting Started in Fundraising, p.84
The Big Picture Approach	Present expenditures without itemization, this allows the donor to get the Big Picture and not worry about what exact things the gift will apply to. "Think about the expenditure in terms of the work it is supporting" Such as "Fund our Literacy Project for 4,000; our Tree nursery	Michael Norton & Murray Culshaw, Getting Started in Fundraising, p. 125

	project for 15,000"	
Business Card	"Use the reverse side of your business card to explain what you do, in about 25 words or less."	60 Ways to Improve Your Fundraising Immediately, no. 42
YouTube NonProfit	The 92nd Street Y in NYC uses the YouTube Non-Profit agreement to host Videos online that represent their causes, who advocates them, work they have done in the past, and even a DONATE button through Google Checkout. The Title bar of the YouTube page has links to join their eNews, follow them on other Social Media sites and Links to their main website and blog.	<a href="http://www.youtube.com/user/92ndStreetY">http://www.youtube.com/user/92ndStreetY</a>
Google NonProfit	Google allows for NonProfits to apply for free click-through ads as long as they do not have any political or religious affiliations. The ad can make a quick, compelling arguments and then get the prospect to donate though Google checkout.	<a href="http://services.google.com/googlegrants/application">http://services.google.com/googlegrants/application</a>
Use the P.S.	Include a P.S. statement. "The most read part of a fundraising letter is the P.S...restate your letter's call to action" here to seal the deal.	Jeff Brooks, Easier Said than Done: 25 Random Things About Fundraising, No. 5
Preview Parties	The New Hampshire Institute of Art held a 'preview party' one day before the Annual Student Exhibition and raised nearly \$9,000. Artists receive 90% of their works profit.	New Hampshire Institute of Art Newsletter, July - September 2009; <a href="http://www.nhia.edu/assets/Uploads/PDFs/Institute-News/Institute-News-Jun-Sept-09.pdf">http://www.nhia.edu/assets/Uploads/PDFs/Institute-News/Institute-News-Jun-Sept-09.pdf</a>
Planned Giving Teaser	Include a response line, check box, etc. on every solicitation that asks donors if they would like more information about including your non-profit in their estate plan.	G. Douglass Alexander & Kristina Carlson, Essential Principles for Fundraising Success, p. 118
Use their Alma Mater example	Point out to the donor the importance of endowments to a prospect's Alma Mater with specific examples. Of course there is research involved, but when is there not when soliciting large gifts?	G. Douglass Alexander & Kristina Carlson, Essential Principles for Fundraising Success, p. 123
Make it official (endowments)	Write an agreement on the stipulations of the endowment and have it signed and witnessed by both parties.	G. Douglass Alexander & Kristina Carlson, Essential Principles for Fundraising Success, p. 123
Replacing Exhaustible Funds	Present a list of depleting or exhaustible income sources to a donor as their 'challenge grant'. Such exhaustible sources may be an endowment or government grant, a private foundation grant that will not be renewed. Any perpetuity that will be exhausted or depleted by a certain	G. Douglass Alexander & Kristina Carlson, Essential Principles for Fundraising

	(or somewhat known) date can be grounds for this technique.	Success, p. 122
Corporate Gift Matching Teaser	Include in a response line, check box, etc. on every solicitation that asks donors "Will your employer match this gift?" Many are not aware, but according to www.case.org, over 8,600 companies match their employees charitable donations.	G. Douglass Alexander & Kristina Carlson, Essential Principles for Fundraising Success, p. 147
Not taking donors for granted	Renew memberships the same way you initiated them, if it was originally in person, spend the time to recommit the same way. Signing someone up with a face to face, then the second year a phone call request, then the third year a personalized letter, etc... is downgrading your funding base while you are probably asking them to upgrade their gifting. Does that really make sense?	Kim Klein, Reliable Fundraising in Unreliable Times, p. 240
The Singing Testimonial	"An organization in Montreal received a donation from a music band and created a two-minute YouTube video singing their thank-you note to the tune of one of the band's songs" While this application is designed for a thank you note, this could be easily adapted to format a petition. Marketing studies would have to match the demographic of the audience, but done effectively, "the band was thrilled, and the staff had a lot of fun doing this."	Kim Klein, Reliable Fundraising in Unreliable Times, p. 242
Investigate the donor's checks	Investigate what clues about the donor are hidden between the lines of their previous checks. For example, a check with the text "pro-choice" and "M.D." should clue you that this person would be interested in how your non-profit affects either of their dispositions.	Kim Klein, Reliable Fundraising in Unreliable Times, p. 242
Investigate the donor's checks II	Investigate clues about the donor that are hidden between the lines of their previous checks. Does it name a foundation, corporation, small business, or their profession? "Note the name of the institution behind the check and the need to research whether there is more money there"	Kim Klein, Reliable Fundraising in Unreliable Times, p. 242
Build Website Trust	Build trust in your website (assuming you take online donations) by having a privacy statement posted, the staff and board prominently displayed. Also the opt-in and opt-out options prominently displayed. This could affect the donors willingness to 'donate-now' on your website and delay their gift, or delay it forever.	G. Douglass Alexander & Kristina Carlson, Essential Principles for Fundraising Success, p. 159
KiDs MaTch	"Launch a kids' match. Children post [online, or maybe in your mailers, etc.] messages about why they love a cause and make a family gift. Donors chose a specific kid to match." This is a lot like a challenge grant, but includes a testimonial and is from an irresistible challenger.	Network for Good, How to Raise a Lot More Money Now, p. 4
Sponsor a Volunteer	Create a 'Sponsor a Volunteer Program' "Those who cant volunteer but would like to support the organization can donate the dollar value of the volunteered services. Offer different gifting levels. Keep photo-filled blogs so donors really can 'get to know' [the volunteers]."	Network for Good, How to Raise a Lot More Money Now, p. 5
Cutest/Ugliest Pet Competition	Host a Cutest/ Ugliest Pet photo competition where people may post pictures of their pet and/or vote. Viewing is free, but participation requires a donation a each vote.	Network for Good, How to Raise a Lot More Money Now, p. 10

Use targeted premiums	"Use Targeted premiums. For every \$50 gift, we'll deliver a lump of coal to BP headquarters for the holidays." For every \$100 gift, we will deliver congress a Law-For-Dummies book, etc... This is a fun reward for donors seeking change, and can be adapted to your cause.	Network for Good, How to Raise a Lot More Money Now, p. 15
Offer Birthday Kits	Create a birthday gift kit that allows your donors/volunteers/boards to solicit their family/friends as an alternative birthday gift.	Network for Good, How to Raise a Lot More Money Now, p. 16
Charity Navigator	Charity Navigator.org has a pop up that activates only after you have been on their site for some certain amount of time (like 5mins). The pop up says "Did you Know..If everyone who paid us a visit [to our site] over the course of a year voluntarily gave \$1, we could comfortably meet our annual budget!" The pop up has a yes, or no thanks button at the bottom which either links you to the donate section of the site, or simply closes the pop up. This is such a small commitment for each person and the fact that it only triggers after some time reflects that only somewhat vested parties are petitioned.	<a href="http://www.charotynavigator.org">http://www.charotynavigator.org</a>
Naming the Facility in their Honor	Offer the opportunity of posterity. "Ideally, the donor is already involved in your organization, has been a long time donor, and is serving on the board or a committee...Once this recommendation is made [on the value of the gift necessary to rename the facility], the board should discuss and approve it, and then there should be no negotiation with donors regarding the amount."	G. Douglass Alexander & Kristina Carlson, Essential Principles for Fundraising Success, p. 95
For the Ask-shy	Take those in your organization who are shy to ask for a gift, and have them be the front line of Thanking Donors. This builds their confidence in justifying the ask, due to the large amount of testimonials they will receive.	Thomas D. Wilson, Winning Gifts, p. 258
Ask to be in the Club, not to give \$10,000 Dollars	Ask donors to be in the club, rather than to give money. Then let them know what the club level of gift does, and who is already in the club. "Please join the 200 other members of the President's Club to provide scholarship funds for students; see our listing of members at the back of our brochure."	Thomas D. Wilson, Winning Gifts, p. 267
Club branding	"Design a specific logo for the club, stationery, and brand identity. The important recognition for the gift club members comes from the ribbons on their name tags at all institutional events."	Thomas D. Wilson, Winning Gifts, p. 268
Donor Wall	Design a Donor Wall to offer commiserative opportunities for potential capital donations, and planned estate giving. "Donor walls take many forms..." ; "When donors know their names will be removed unless they continue to give, most are highly motivated to keep current."	Thomas D. Wilson, Winning Gifts, p. 268 ; Brydon M. DeWitt, The Nonprofit Development Companion, p. 89
Tell them Why it Costs this Much	Tell the donor why it costs \$X to fund a certain department..."Did you know we spend \$50,000/yr for a full-time music librarian who keeps track of all of the music, gets it ready for performances by renting or buying it, marking the bowings indicated by the concertmaster, assembling the music folder before a set of rehearsals, and then undoing this after the concert is over? This may not seem like an important task, but the musicians have to play off clearly marked copies of the right edition of music. Your gift of \$50 will go towards the music library fund this year."	Thomas D. Wilson, Winning Gifts, p. 278

Employee Solicitation - \$1/day	Ask Employees of your non-profit to give \$1/Day. This is because many of them feel that they are giving enough by their work efforts (and are usually sacrificing higher wages somewhere else). The idea is that even an employee can be a donor for a simple \$1/day. Because these numbers can really add up. A dollar a day is a light burden to bear, but generates an extra \$1000 for every 3 workers who participate!	Roland Kuniholm, The Complete Book of Model Fund-Raising Letters, p. 290
Employee Solicitation - Reciprocal	Ask Employees of your non-profit to give to a special employee-fund that goes towards improving employee lounges, restrooms, etc..	Roland Kuniholm, The Complete Book of Model Fund-Raising Letters, p. 294
Fifty-One Different Ways to Ask for the Gift	*Roland Kuniholm gives vanilla examples of "The Ask" that you can use as a framework for your organization. For a complete list, see <i>The Complete Book of Model Fund-raising Letters</i>	Roland Kuniholm, The Complete Book of Model Fund-Raising Letters, pp. 325-328
Selling Balloons	Sell your logo, slogan, motto on balloons. "My first real, thrilling job was filling balloons with gas, tying strings around them and making people buy them. They all said, <i>Votes for Women.</i> " - Katharine Hepburn <i>Ladies Home Journal</i>	Joan Flanagan, Successful Fundraising, p. 47
Selling Products (continued)	Sell products unrelated to your cause. "Almost anyone can start raising money by selling products...the shopper might not care about where the money goes, but they know they like chocolate and chardonnay." the trick is to have a quick teaser about what your non-profit does on the label of the product, etc. with a line describing "how much even the smallest purchase can do and what the cumulative benefits are from all its sales."	Joan Flanagan, Successful Fundraising, pp. 49-50
Connect small donations to big effects	Connect small donations to large benefits by outlining them explicitly in your first ask. "\$2.35 provides basic educational supplies for one child...7Cents provides three vitamin A capsules for protection against blindness...for one year..Vitamin A supplementation saves the lives of one million to three million children a year worldwide."	Joan Flanagan, Successful Fundraising, pp. 49-50
"Take A Ride/Piggy Back"	Piggyback on an event's draw of people to solicit or sell fundraising products. Answer the question, "What else takes place in your town that can deliver new customers to you?" "Minnesota Clean Water Action Project has planned sales to take advantage of the miles of gridlocked cars going to the best lakes on the first day of the fishing season. One Methodist church in Pittsburgh does its bake sale on Election Day, because the church is a polling site."	Joan Flanagan, Successful Fundraising, p. 53
Silent Auction	Host a silent auction event. "A silent auction involves a committee asking for unique items signed by sports, TV, or movie stars, gift certificates...vacations...and unusual or luxury merchandise." "All of the money is 99 percent profit." Also, you can post the auction online concurrently.	Joan Flanagan, Successful Fundraising, p. 70
Create a deadline	Create a sense of urgency. It should be genuine, since there is always something that needs funding. "If there is a real urgent need or real dead-line, it will be easier for your fundraisers to get the gift now."	Joan Flanagan, Successful Fundraising, p. 97
Aim High	"Make at least one category [of giving] more expensive than a 'lifetime' category." "This some donors will always choose the largest category [of giving]" This examples works best when your levels of giving are named. For Example: <i>Friend, Supporter, Leader, Lifetime Supporter.</i>	Joan Flanagan, Successful Fundraising, p. 110

Renewals	Renew your donors memberships/club status with a sound methodology and not just when it expires. "Gail sells Morgan a membership in May, the office sends Morgan a letter next March saying [to renew]...If Morgan does not respond, send another letter...If Morgan does not respond, in May give his name...to Gail, who sold his membership last May."	Joan Flanagan, Successful Fundraising, p. 112
Reward Renewals	Asterisk the names of long time givers. "The Santa Fe Opera...to encourage repeat audiences and repeat gifts, the opera created the 'Encore Club'. Those who give four years in a row get an asterisk by their name in the program. An explanatory note reads, 'Santa Fe Opera extends special thanks to those individuals and businesses who have contributed on an annual basis for the past four years. Such dedication and loyalty are deeply appreciated.'	Joan Flanagan, Successful Fundraising, p. 112
Reward Renewals (2)	Frame giving as a viral behavior. "The Denver Symphony gave its season subscribers purple buttons that said, 'I've renewed--Have You?' This way, the people who renewed first could urge everyone else in their row or their box to renew. Think of ways to reward your members who renew."	Joan Flanagan, Successful Fundraising, p. 112
November Means Money	Solicit for gifts in November, it is statistically the most profitable month for mailers.	Joan Flanagan, Successful Fundraising, p. 115
Payroll Deductions (United Way)	Contact your local United Ways "for its rules for donor option, then ask for the underwritten rules from a charity that uses payroll deduction through donor option. It is in the self-interest of local United Ways to encourage donor options, because a well-run campaign with real choice will always result in more money raised for both the United Way and for other charities." United Way receives over 90% of their funding through Payroll Deductions.	Joan Flanagan, Successful Fundraising, p. 126
Payroll Deductions (Alternative Plans)	Utilize alternative payroll deduction plans. The Black United Funds, National Voluntary Health Agencies, and Earth Share..."The alternative payroll deduction plans are now raising more than \$300 million a year and growing at about 10 percent every year."	Joan Flanagan, Successful Fundraising, p. 128
Using Children of Prospect	"Avoid using children of the prospect; kids cannot close on their own parents. However, they can open doors for other people to ask"	Joan Flanagan, Successful Fundraising, p. 174
Using the Celebrity CEO	Use your High-Profile CEO to cultivate and ask current and future donors for gifts. "For example, if you give more than...\$50,000 to the Canterbury Cathedral's capital campaign...you get to meet the Archbishop of Canterbury himself."	Joan Flanagan, Successful Fundraising, p. 175
AIM High	Ask for large amounts and leave inhibitions behind when asking for gifts from major donors. "Aim high. It is flattering to the prospect to be asked for a large amount, and people like the challenge. If it is too high, do not worry--the prospect will suggest a lower amount."	Joan Flanagan, Successful Fundraising, p. 179
Any Amount would Help	Set dollar goals. They "assure that prospects who are committed to your cause and have the ability to give are not deprived of the joy of giving a large amount to your organization, This saves everyone from the fainthearted, who will want to murmur, 'Any amount will be appreciated.'"; "All well managed campaign will provide the dollar amount to ask for each prospect"	Joan Flanagan, Successful Fundraising, p. 179; Burlingame & Hulse (Eds.), Taking Fund Raising Seriously, p.179
Projecting Your Financial Limits	Release your bias on what is too much to ask. "Do not project your own financial limits on other people...Maybe the most you can give...is \$220 or \$22,000, but Bill and Camille Cosby can (and did) give \$22million."	Joan Flanagan, Successful Fundraising, p. 179

Put the donors name on it	Create large-dollar physical item naming opportunities outside of the building itself. The American Red Cross does not allow donors to rename its buildings, "but specific rooms or equipment may be named for donors, such as the Clara Barton Bloodmobile."	Joan Flanagan, Successful Fundraising, p. 184
Put the donors name on it (2)	Create large-dollar physical item naming opportunities outside of the building itself. "at the National Cathedral in Washington, D.C., you could sponsor a Gothic pinnacle for \$400,000 or pay for a single carved angel for a bargain \$5000...Topeka Zoo you could underwrite the Lion Night Quarters for \$75,000 or get the lions a scratching post for \$5,000...the University of Southern California's program [allows] to peddle each position on its football team...you can get a defensive back position named for you for only \$250,000"	Joan Flanagan, Successful Fundraising, p. 185
Parking Spaces	Reserve exclusive parking for the best donors. The Texas A&M "Twelfth Man" booster club. "The best donors are given the best parking spaces for their tailgate parties before the home games."	Joan Flanagan, Successful Fundraising, p. 185
Ask them to serve on the Board of Directors	Open the opportunity for the donor to serve on the Board. "The ultimate recognition for your best...donors is to ask them to serve on your board of directors...but some will lend their endorsement by allowing you to use their names on an honorary board."	Joan Flanagan, Successful Fundraising, p. 186
Ask the Donor where they want to be Asked	"Ask where the prospect wants to be asked. Most often this will be in the prospect's office or home. Some prospects prefer to meet at their club or restaurant. Meals are fine for getting to know people better...but they are less-effective settings for closing the deal."	Joan Flanagan, Successful Fundraising, p. 188
Where not to ask	Avoid asking for gifts at parties or social settings.	Joan Flanagan, Successful Fundraising, p. 189
Ask when the Weather is bad	Ask when the weather is bad. "Door-to door canvassers have proved that heat waves, downpours, and blizzards all increase the evening's take. The biggest annual increase the United Ways have ever seen was 50 percent in 1942--the first year of World War II."	Joan Flanagan, Successful Fundraising, p. 190
Ask for Equities at the last Quarter	Ask for equities in the last fiscal quarter. "More than 50 percent of gifts of stock are made in the last quarter of the year, and 35 percent are made in December...if you are asking for a gift of stock, be sure you have asked for the stock by October."	Joan Flanagan, Successful Fundraising, p. 190
Invite the idea of noncash contributions	Invite the prospect to review their ability to make a non-cash contribution. "Donors may want to give property to a nonprofit to avoid paying capital gains taxes themselves or to avoid estate taxes."	Joan Flanagan, Successful Fundraising, p. 191
Low/No Interest Loans	Source venture capital from low/no interest loans. "This can be a good source of venture capital in low-income communities denied credit from financial institutions."	Joan Flanagan, Successful Fundraising, p. 192
Offer a "Grand Slam" membership	Offer a Grand Slam membership across your international offices. "Ducks Unlimited...combines three national programs into one recognition category. To qualify, a donor becomes a Life Sponsor in the United States, Canada, and Mexico...This way the organization can market three big-money clubs at once in three countries and at the same time raise awareness for he importance of preserving wildlife habitats across national borders."	Joan Flanagan, Successful Fundraising, p. 194

Business Grants	Seek funding from small businesses and banks in a local geographical area, it establishes your ability to prospect businesses and banks and is a stepping stone for asking larger corporations. The larger ones will be much more receptive to your ask if you have a good track record with your local area business donors. "Start with your local bank branch. Ask the manager if the bank provides assistance to a group like yours, and what you have to do to apply for it. Call every major business located in your community to see if the company has a giving program."	Ellen Karsh & Arlen Sue Fox, The Only Grant-Writing Book You'll Ever Need, p.20
The Benefit Movie	Show a movie or other screening in a theatre where the ticket cost goes directly to the non-profit. "In San Jose, California, residents concerned about the problem of missing children in the community organized an old-fashioned 'Sunday Afternoon at the Movies'...Cartoons were rented inexpensively, and the movie theater donated the use of the building as well as the operating personnel...In between the short features, local law enforcement officials were given a chance to explain the problem...[and] how to combat it."	Thomas G. Dunn, How to Shake the New Money Tree, p.38
Progressive Dinner	Host a Progressive Dinner where several restaurants in proximity to each other serve only 1 course of a meal to donors. This way, each restaurant only has to underwrite a small portion of the total cost. The price of the dinner is given to the charity as a donation. "San Francisco Exploratorium Museum did for their fund raiser...Five different restaurants participated, and each tried to outdo the other to see who could offer the best face and the best service to back it up...Restaurants, especially those that have newly opened, quite often welcome ideas that will bring in new customers."	Thomas G. Dunn, How to Shake the New Money Tree, p.39
Progressive Hotel Dinner	"The Seattle Repertory Theater...held a progressive hotel tour with cocktail parties in the grandest hotel rooms in the city. People were fascinated to have to opportunity to view these room that they, as residents of the city, would never see otherwise, and the hotels were delighted to show off their accommodations."	Thomas G. Dunn, How to Shake the New Money Tree, p.39
Marathon Weekend	"the Playwrights' Center of Minneapolis...hosted a week-long Trivial Pursuit marathon. With very little effort and almost no expense, the even brought in over \$6,000 and an amazing amount of publicity for the center."	Thomas G. Dunn, How to Shake the New Money Tree, p.40
Ask the Honoree	Ask the honoree of an event right after the event. "If the event is a fundraiser, then the honoree usually supports the group at the event by giving at a top sponsorship level. After these events most honorees are or should be in line to be asked for a follow-up major gift."	Laura Fredricks, The Ask, p. 37
When the Prospect supports a non-existent program	Ask the prospect if they support a project that may not exist yet. For instance, a prospect may support creating a new extension of a current service you provide and the prospect feels it a natural fit. The prospect might like to establish an endowment for this extension as well. Make sure that the idea fits the mission.	Laura Fredricks, The Ask, p. 41
The Total Confidence Package	Know the inside and out of the among being asked. "the purpose of the gift, the number of gifts received at this level, how the gift can be funded, how the gift funds will be invested, and why the gift is needed now. This is the total confidence package and presentation that is needed for every ask."	Laura Fredricks, The Ask, p. 57

Top Asks deserve Top <i>Askers</i>	Ask using a leader in your organization (CEO, president, chair..etc) when the prospect is in a high position in their company, a high profile person, or high net-worth. Do not later 'hand the prospect down' to a staff member, the leader must maintain the relationship the entire time.	Laura Fredricks, <i>The Ask</i> , p. 60
Location Location Location	Select a proper location for each individual prospect. As a general rule, restaurants and clubs are not good locations. The president or CEO's office, conference rooms, and study/libraries all make good locations. Sometimes the prospect's office can be disruptive to the process because they may become distracted with their obligations. If a meal is unavoidable, ask the wait staff in advance and managers to allow for plenty of time in between their visits.	Laura Fredricks, <i>The Ask</i> , p. 71
The Ask needs to come sooner than later	Greet your prospect and warm up to them with your previous cultivation information. If this meeting is for the sole purpose of asking for a gift, spend no more than five minutes warming up and catching up on personal affairs. The ask needs to be made within the first ten minutes of conversation. The majority of the conversation needs to occur after the ask has been made.1. The Warm-up (5 mins)2. The Ask (6 mins)3. The Prospects Response (10 mins)4. The Close and Follow up (4 mins)	Laura Fredricks, <i>The Ask</i> , p. 80
Script your ask	Script your ask for a prospect and stick to it. This does not mean to write word for word, but to simply outline the stages of the meeting, the important items to cover in each phase, and the transition that you will use to progress the meeting to the next stage. Also, if more than one person is going to speak to the prospect, script in advance who will speak and who will listen during different stages of the conversation. This is important so that the ask team does not step on each others toes and appear disorganized. Script out which topics each member of your ask team will answer. The most important part to script is the PAUSE. Script it visually when using a word processor or notepad with a large blank block of empty rows and the words pause or silence, etc...	Laura Fredricks, <i>The Ask</i> , p. 80
Speak as if though the prospect has said 'yes'	Speak to the prospect as if though they had said yes to the gift opportunity the entire time. "It is very easy to lose this momentum during the final portion of the ask. It can be draining and straining, but you can not lose any steam now."	Laura Fredricks, <i>The Ask</i> , p. 89
Scripts to improve volunteer asks	Solicitation techniques for volunteer-based drives (non-fundraising professionals making the ask) are outlined in several scripts in Laura Fredricks book, <i>The Ask</i> and examine many pitfalls that are common to volunteers asking for gifts.	Laura Fredricks, <i>The Ask</i> , p. 95-140
Using the right verbatim	Speak with inclusive verbatim. Use <i>we</i> instead of <i>I</i> when speaking for the organization, <i>Invite</i> the prospect to <i>Join</i> your campaign. Talk about the <i>Investment of \$XX.00</i> .	Laura Fredricks, <i>The Ask</i> , p. 138
Stretch Gifts	Ask for 'Stretch Gifts' during Capital Campaigns. Use the leverage of the capital campaign's sense of urgency to ask donors who are normally comfortable with one level of gifting to stretch to the next level of giving (just this once). It gives the donor a taste of the higher level of giving, and could encourage them to give again at this level.	Laura Fredricks, <i>The Ask</i> , p. 172
Keep it simple	Present your argument to prospects on why they should donate as briefly as possible, because verbosity and excess information "demonstrates a lack of confidence and clarity on the part of the organization."	James Gregory Lord, <i>The Raising of Money</i> , p. ix

Market it as an investment, not a charity	Invite donors to invest in something, not fund a deficit "The Boys Clubs of America, for example, works with young people to build self-respect and self-reliance, and to combat crime and delinquency...The Organization invites donors to invest in solid, productive citizens. It doesn't ask them to fund a deficit.	James Gregory Lord, The Raising of Money, p. 5 ; Burlingame & Hulse (Eds.), Taking Fundraising Seriously, pp. 184-185
*Market it as an investment, not a charity (II)	*To get a better perspective on the difference in selling a non-profit as an investment vs. a charity, the following story was highlighted in the book." <i>the beggar who stationed himself every day near the office of a wealthy businessman. The beggar had received a dime a day from the businessman over a long period of time. The businessman went out of town for a month. When he returned, he passed the beggar who said him with a slight tone of reproach, 'You owe me three dollars.'</i> "The fact is that people give in order to <i>get</i> . They don't want to feel that they are 'giving away' their money. They want to feel that they are investing it, and getting something in return."	James Gregory Lord, The Raising of Money, p. 5
Appeal to Interest, rather than Intellect	Appeal to interest, not intellect. "A major zoo was looking for a way to get a certain corporate leader interested in its program...He was an entrepreneur who was known for investing in education, and in projects that promoted free-enterprise values...the zoo proposed that he invest in its education department...[where] this zoo taught young people about human society by showing them how 'animal societies' worked. The basic principles of competition, cooperation, adaptation and survival were related to the children's own future in a free society."	James Gregory Lord, The Raising of Money,p.14
Offer Authentic Involvement	Offer an authentic sense of involvement to the donor, a token sense of involvement will lead to token dollars. Make your donor feel "that the organization is a vital part of his or her everyday life. The best way to develop that sense of involvement is to invite a person to do <i>something important</i> for us-- something he or she is especially qualified and suited to do."	James Gregory Lord, The Raising of Money,pp.29-31
Do not Seek "average gifts"	Avoid asking for gifts of average amounts based on a multiplication table. Say for instance, you wish to raise \$1 Million. You find that if 200 people can each donate \$5000, your goal will be met. The reality is that this sets (inadvertently) "a ceiling on what an inspired donor may want to pledge...We all tend to give in relation to what others are giving."	James Gregory Lord, The Raising of Money,pp.45-46
Use a 'Standards Charts' based on <i>your</i> organization's experiences	Present a table of gifts needed based on previous experiences for your organization, not based on arbitrary percentages. For instance, "most successful \$1 Million campaigns have a top commitment of \$100,000, or ten per cent." This may be the typical case, but when an Illinois hospital conducted a feasibility study with a top executive donor in mind, the executive asked "are you sure these figures are reliable?"	James Gregory Lord, The Raising of Money,p.41
Ask a donor to be an early giver	Explain to early gift givers that "He who gives early gives twice" --Cervantes. This is because their early gift contributes not only to the campaign, but also to the example and momentum of the campaign.	James Gregory Lord, The Raising of Money,p.49

Are you asking your staff as friends	Solicit the staff on a purely volunteer basis, with a spirit of becoming "ambassador[s] for development." Explain that "everyone who will benefit from the success of the program deserves a chance to invest in it and to work for it." The opposite spirit would be to have employees who feel "their involvement is a requirement, rather than an opportunity. As employees, they may feel that their jobs, salaries, or promotions may be at stake."	James Gregory Lord, The Raising of Money,p.55
Utilize Subscription Periods	Allow donors to donate a large sum over a period of time. A \$150,000 gift can be given in 3 years with a \$50,000 gift each year. Of course, the donor will be recognized as having given \$150,000 immediately by the non-profit, although not by the IRS.	James Gregory Lord, The Raising of Money,p.56
Provide Flexibility and Choices in the Financial Vehicles Available	Offer a variety of Financial Vehicles for your donor to utilize through the gift giving process. "Certain instruments...can have distinct tax advantages...the savings can allow the donor to make a greater commitment at less actual cost."	James Gregory Lord, The Raising of Money,p.57
Provide donors with opportunities for Planned Giving	Offer the arrangement of planned gifts. "Planned giving has become one of the three basic supports for the philanthropic tripod...the donor is often able to make a greater commitment than he or she ever would have expected."	James Gregory Lord, The Raising of Money,p.58
Utilize a 'Think about it period'	Approach early/large/corporate donors with a 'think about it period' in mind. Set goals for the campaign based on what you can ask of these prospects first. Measure the campaigns feasibility by these kinds of offers and responses. "Many companies relate their giving to what the biggest company in town does, or consult informally with each other during the 'think about' period."	James Gregory Lord, The Raising of Money,p.85
Good Stewardship at the gift offer	Include good stewardship in the ask. The National 4-H Council "provides donors with a signed agreement that specifies what the organization will do in exchange for the donor's investment."	James Gregory Lord, The Raising of Money,p.91
Ask for As Much as Possible	Ask using the phrase, "Will you make as large an investment in this cause as you can, and will you ask another to do the same?" The simple, direct phrasing sounds obvious, but when writing scripts we can tend to dance around this obvious choice for wording.	James Gregory Lord, The Raising of Money,p.97
Add a warning to the ask	Housing Works Thrift Shops sent out 300K mail response cards in 1999 that stated a 'Warning.' They 'warned' you that this response card may cause you to donate your sofa, your lamp, etc...but highlighted in the etc. was <i>your heart, your care, your trust, your support</i> . Its a very effective teaser mailer that had an overwhelming response. Why should non-profits advertisements be any less catchy than commercial advertisements?	Alvin H. Reiss, CPR for Nonprofits,p.19
PSU's THON Marathon Dance	THON is Pennsylvania State University's fundraiser to fight childhood cancer. The Four Diamonds Fund was established, but needed funding. The Interfraternity Council agreed to sponsor a thirty-hour dance marathon. It currently is the largest student ran fundraiser in the world. The lesson here, "Have you tapped every potential audience who might be interested in helping you raise funds?" and "Are you willing to let others operate a funding event in your behalf?"	Alvin H. Reiss, CPR for Nonprofits,p.45

Movie Showings	Upstate New York YMCA was allowed to show the movie <i>Babe</i> at the Riviera Theater for a fundraiser. It saved the YMCA from defaulting on \$22K of debt, and the theatre needed an image boosting activity. Two things to keep in mind. "If a single event is successful, have you explored ways to expand it?" "In a cooperative program, does your partner have as much to gain as you do?"	Alvin H. Reiss, CPR for Nonprofits,pp.47-48
Rock Concert	Southampton College of Long Island University figured..."instead of attracting the few at a high fee, the concert attracted many more paying much less, and it raised \$270,000."	Alvin H. Reiss, CPR for Nonprofits,pp.73-74
The unlikely celebrity network	The Westchester Medical Center in Valhalla, NY held a house party and wine tasting at the residence of NY Yankee David Cone. The interesting fact is how the connection from the hospital to Cone was established. Cone was in the process of building a new house for his family when his <i>builder</i> approached him with the hospital's need for a new Children's hospital.	Alvin H. Reiss, CPR for Nonprofits,p.84
An mailer with an 'insider' feel	The World Jewish Congress (WJC) sent out mailers designed by their advertising agency, Malchow Adams & Hussy. The mailers were designed to look like articles, documents, and letterhead from internal operations of the WJC. The mailers had highlighted sections, underlines, and margin notes. The mailers created an intimate sense of involvement to those who it solicited by giving them a 'behind the scenes' look at the organization. Of course, it included a petition for a gift, but this was printed in 'hand writing' on an affixed post-it note. The mailers received a response rate of 19.6%	Alvin H. Reiss, CPR for Nonprofits,pp.106-108
Silence is Golden	The Jewish Community Center (JCC) in NYC needed a new building and hence, a new capital campaign. The board decided to hold off a formal announcement of a fundraising campaign until they could raise enough funds internally. 85% of pre-fundraising visits resulted in gifts, showing that a formal announcement is not needed to get large gifts lined up.	Alvin H. Reiss, CPR for Nonprofits,pp.119-120
Why did the mailer cross the road?	The Association of College Unions International (ACUI) has a total membership of over 1800. This staggering amount of base called for the ACUI to rethink their mailer brochure design. Taking from the riddle, the brochure teased readers with the line "Why did the chicken cross the road?" Inside the brochure the lines "How did the chicken know which road to cross?" "What was the chicken trying to accomplish?" and "What was the chicken thinking?" The brochures goal was to outlay the ACUI's Strategic Plan to a prospect in a fashion that entertained, not bored with words and numbers.	Alvin H. Reiss, CPR for Nonprofits,p.136
A Thought about Mailers	Take your mailer home and shuffle it into the stack of bills and advertisements you received in the mail the last few days. While going through your mail a day or so later, ask yourself if you would actually pause to open the mailer you (forgot) you put into the usual stack. Be critical, the mailer only has a few seconds to win over an audience, if it doesn't, it needs to be addressed.	Alvin H. Reiss, CPR for Nonprofits,p.137
Make the Corporate Relationship Relevant	The National Park Foundation solicited Aurora Foods, a company whose marketing strategy was to revitalize dormant, but once popular food brands. Aurora wanted to revitalize the syrup brand Log Cabin, and The National Park Foundation had several actual log cabins that were in need of restoration. The relationship was born, and Aurora's marketing would later plug this relationship. The relationship was expanded and Aurora Foods would sponsor a Junior Ranger	Alvin H. Reiss, CPR for Nonprofits, pp. 141-142

	<p>program for children in 11 national parks! Aurora's Log Cabin Brand Syrup shortly afterward became the nation's best selling table syrup.</p>	
<p>Alliances attract a national sponsorship</p>	<p>The Aquarium Alliance was formed in 1998 from seven separate aquariums for the purpose of drawing national sponsors. The member aquariums decided to form an alliance when they realized that they had each signed similar contracts with <i>Tetra</i> Fish products. Instead of petitioning sponsors individually, the Alliance allowed the aquariums to divide up the funds and appropriate a 'bonus' fund for those who had the highest overall annual attendance. "Within months of creating the alliance, the first national sponsor was confirmed. Yahoo!" While boosting sponsorships through partnerships may seem attractive, "a number of people cautioned against a sponsorship partnership, arguing that the institutions had different needs and different agendas."</p>	<p>Alvin H. Reiss, CPR for Nonprofits, pp. 151-153</p>
<p>Produce relevant literary works</p>	<p>The Global Fund for Children (GFC) came up with the idea of "selling a product that not only would earn revenue income for the organization but also would effectively become an innovative communication tool to promote its message." The GFC self-published the first title, <i>Children from Australia to Zimbabwe</i>. Without the support of an external publisher, the GFC came up with the idea to promote to potential donors. The GFC would donate 3 copies of the book to every public school library in North Carolina. The donors provided the funding, and the book was well received. Today, the GFC has an external publisher and is awarded 15-20% royalties on the sales of their subsequent books.</p>	<p>Alvin H. Reiss, CPR for Nonprofits, pp. 167-169</p>
<p>Take them to the site, and then send a mailer</p>	<p>Focus your constituents' attention in a way that is consistent with your image. The Omega Institute for Holistic Studies is a non religious retreat in Lebanon Springs, NY. The retreat wanted to build a new sanctuary for meditation and developed an approach that was very low-key. The members of the Institute were taken to the proposed site of the sanctuary, in a walk of silence, followed by a prayer that blessed the land and site. The members were then mailed a low key letter describing the goals for the sanctuary and soliciting their support. "In less than a year...\$100,000 was raised without Omega having to resort to any other fundraising strategies."</p>	<p>Alvin H. Reiss, CPR for Nonprofits, pp. 192-193</p>
<p>Tennis Tournament</p>	<p>Host a sports tournament that's theme is consistent with your image. The By-Pass-Open was founded by Herman A. Slotoroff, a tennis player who underwent heart bypass surgery. The open tournament's slogan was <i>Life is a Participating Activity--Not a Spectator Sport. The proceeds of the open go to The American Heart Association.</i></p>	<p>Alvin H. Reiss, CPR for Nonprofits, pp. 199-200</p>
<p>I am giving in honor/memory of someone</p>	<p>Include the option for donors to give 'in honor/memory of someone' they know. Texas Tech University's Donor web pages allow the user to click one of two check boxes that are labeled either "I am giving in honor of someone." or "I am giving in memory of someone." This gives the donor an immediate reward for giving, because even before the gift is given, even before a thank you is sent out, a need to honor/remember someone the donor cares for is satisfied.</p>	<p><a href="http://www.give2tech.com/">http://www.give2tech.com/</a></p>

We don't want your money!	Request in-kind gifts. They offset your expenses, leaving more funds available to your program. Bratislava Conservatory in Slovakia was suffering from a serious lack of funds, a visiting executive from a Foundation gave the Conservatory the idea of "launching a local campaign built around the theme, 'We don't want your money? Ask for in-kind support instead.'" The community was highly responsive, and it gave everyone the opportunity to give, from the baker and his bread to the doctor who administered pro-bono treatments to performers.	Alvin H. Reiss, CPR for Nonprofits, pp. 205-206
LYBNT Mailers	Send mailers to 'Last Year But Not This' gives a few weeks before the Fund's close, and especially, if it is personalized.	Dr. Robert L Stuhr, Annual Fund, p.6
Solicitation by Alumni Class	Contact alumni by class. "Appoint a chairman for the Fund from each class." This creates familiarity between the contact volunteers and the respective classes that they serve.	Dr. Robert L Stuhr, Annual Fund, p.6
Offer Planned Giving Seminars/Will Clinics	"Have professionals from your own parish or school put together either a series of quarterly seminars on estate planning...etc.This should be coupled with some general advice and encouragement...PTA meetings, Sunday afternoons or alumni meetings are good times to bring in a guest speaker on this topic."	Jerry A. Jarc, Estate Planning: A New Resource,p.17
Estate Planning, let them know the numbers	Tell donors when informing them about estate planning that last year, over \$X.X Billion dollars were given to charities through bequests and other deferred gift forms. In 1984 it was over \$5.0 Billion	Jerry A. Jarc, Estate Planning: A New Resource,p.13
Estate Planning, let them know their options	Educate a donor so that ideas for giving they might not know about are introduced. The following planned giving gift ideas to present as potential gifts donors can make. Cash: A Bequest equal to that of an heir; An amount equal to present giving level. Savings Acct Trust: Designate whatever remains in a savings account as a gift to charity. Real Estate: Sign over residence with life tenancy clause.	Jerry A. Jarc, Estate Planning: A New Resource,p.19
The Nine Fundraising No's	The NINE fundraising NO's can be found in Bernard Ross/Clare Segal's <i>The Influential Fundraiser</i> ; and actually the whole section called 'Dealing with Objections' is filled with very good information.	Bernard Ross & Clare Segal, The Influential Fundraiser, pp.209-211
No, Not for This	<i>What Reason the donor Gives for No:</i> You've asked me to support your education program for children, and I'm not interested in work with children. <i>What the Prospect would like to say:</i> Why don't you ask me to support your work with adults or elders? I'm interested in that kind of work. <i>What can be gained from this:</i> <i>If they are in some way drawn to your work, what might they specifically be interested in?</i>	Bernard Ross & Clare Segal, The Influential Fundraiser, pp.209-211

No, Not You	<p><i>What Reason the donor Gives for No:</i>I'm not comfortable with you soliciting this (The solicitor is maybe a thirty-year-old woman and the donor a man of seventy-plus)<i>What the Prospect would like to say:</i>I'm seventy years old and want to talk to someone my own age who shares similar life experiences and understands how I feel about the importance of a legacy gift.Or: I want to talk to someone of my faith, or with my sexuality<i>What can be gained from this:</i><i>Who's the right person to ask the donor, whom they will feel comfortable with?</i></p>	Bernard Ross & Clare Segal, The Influential Fundraiser, pp.209-211
No, Not Me	<p><i>What Reason the donor Gives for No:</i> I'm not the right person to ask--I can't or don't make those decisions. <i>What the Prospect would like to say:</i> I don't make these decisions. You should talk to my partner--she decides about our charitable giving OR: You should talk to the marketing director, if it's a company, or one of the other trustees who has an interest in this field, if it's a foundation. <i>What can be gained from this:</i> <i>Who is the key decision maker who will decide whether to back this proposal?</i></p>	Bernard Ross & Clare Segal, The Influential Fundraiser, pp.209-211
No, Not Unless	<p><i>What Reason the donor Gives for No:</i> You don't seem to be offering me what I need or want in return for my gift.  <i>What the Prospect would like to say:</i> I need to have my deceased partner's name on this building as part of the gift fulfillment. OR: No, unless you provide the following commercial benefits  <i>What can be gained from this:</i> <i>What is it they really want, and can you ethically or reasonable provide it?</i></p>	Bernard Ross & Clare Segal, The Influential Fundraiser, pp.209-211
No, Not in this Way	<p><i>What Reason the donor Gives for No:</i> You've asked me for cash and I can't help with that. <i>What the Prospect would like to say:</i> I could help with some other kind of support through my business interests, such as vehicles, printing, and back-office services, but you don't seem interested in other kinds of support. <i>What can be gained from this:</i> <i>If not money, how else can they help?</i></p>	Bernard Ross & Clare Segal, The Influential Fundraiser, pp.209-211

No, Not Now	<p><i>What Reason the donor Gives for No:</i>I can't help you at this time.<i>What the Prospect would like to say:</i>Why don't you ask me for a donation in a year's time after my daughter has graduated from university?<i>OR:</i> When I've sold the company, or Toward the end of our foundation's financial year when we know the resources we have left.<i>What can be gained from this:</i><i>When would be a good time to make this ask?</i></p>	Bernard Ross & Clare Segal, The Influential Fundraiser, pp.209-211
No, too Much	<p><i>What Reason the donor Gives for No:</i> I can't give you that amount of money. <i>What the Prospect would like to say:</i> I don't have that sum available or it doesn't fit with my commitment to your cause. Ask me for a different--lesser--sum that will be meaningful for you and is within my range. <i>What can be gained from this:</i> <i>What sum might be appropriate and acceptable, and still help with your project?</i></p>	Bernard Ross & Clare Segal, The Influential Fundraiser, pp.209-211
No, too Little	<p><i>What Reason the donor Gives for No:</i> I want to do something bigger and more important, and that sum doesn't relate to that feeling or commitment. <i>What the Prospect would like to say:</i> Why don't you ask me to for a different--larger--sum that will be meaningful for me and relates to my ability to give. I want to make what I perceive as really significant difference or an impact. <i>What can be gained from this:</i> <i>What kind of sum is appropriate, and can you use it properly?</i></p>	Bernard Ross & Clare Segal, The Influential Fundraiser, pp.209-211
No, Go Away	<p><i>What Reason the donor Gives for No:</i> No. Period. <i>What the Prospect would like to say:</i> I've thought about your proposition and decided that it isn't what I want to support. <i>What can be gained from this:</i> <i>Say 'thanks' and back away. Is the door closed, or what might have to change for there to be a possibility to reestablish the relationship?</i></p>	Bernard Ross & Clare Segal, The Influential Fundraiser, pp.209-211
Show the donor your 'mission gap'	<p>Demonstrate your need for funds based on your 'mission gap'. Your Mission Gap is the difference between the ideal conditions your org's mission is centered around and the current conditions it has to challenge.</p>	Robert M. Sheehan Jr., Mission Impact, p.65

3/4 = 1 percent	Give on a certain day, every year. Make it an annual event. "At the Second National Conference on Black Philanthropy, [they] introduced 3/4 = 1 percent. Attendees were asked to complete pledge cards indicating that they would commit 1 percent of their annual incomes to a nonprofit organization of their choice on March 4 every year."	Janice Gow Petty, Cultivating Diversity in Fundraising, p.104
Send a 'Proof Sheet' mailer	Send a 'proof sheet' mailer out to "everyone on the mailing list...that tells the donor or prospect that your nonprofit is beginning the preparation for the Annual Report and Honor Roll of Donors. There is a list of donors as of a particular date included in the letter that asks the recipients if their names are spelled correctly, etc..." This serves to motivate "individuals to give because they see friends or competitors listed" and they will want to become a part of that list, before the final draft is published. This is a teaser type technique, that begins by harmlessly asking donors to verify their names and affiliations are correct, but the trick is that the mailer is mailed to <i>everyone</i> , not just those on the list of recognition.	Brydon M. DeWitt, The Nonprofit Development Companion, p.60
Use 'Live' Stamps	Use 'Live' stamps to send direct mail. Its not always financially reasonable, but "a real stamp on the envelope gives the mailing more importance, and also increases the chance that it will be opened..."	Brydon M. DeWitt, The Nonprofit Development Companion, p.60
The gift return envelope	Carry your organizations message all the way to the gift return envelope. "The gift return envelope is an extremely important part of the direct mail package and is often given little though. We forget that this piece of the mailing package that the interested prospective donor will very likely keep while discarding the solicitation letter and brochure. The return envelope...should continue to carry the message to remind the individual why it was placed in the stack of bills or set aside for consideration later."	Brydon M. DeWitt, The Nonprofit Development Companion, p.61
Dine and Donate 'Tap Water' Project	Tap into local business participation. UNICEF founded the Tap Project in 2007. The idea is to have restaurants participate in asking for \$1 donations when patrons normally order free tap water from their server. The tap water is free, so the entire \$1 can go towards the cause. In UNICEF's case, their efforts are "to bring clean and accessible water to millions of children around the world."	Jocelyne S. Daw, et al, Breakthrough Nonprofit Branding, p.60
Monthly Direct Debits create Stability	Move more of your non-profit donors to monthly direct deposits. Encourage this form of generosity by informing the donors that the steady income stream increases stability within the organization. "Greenpeace in 2001, monthly giving had risen to 58 percent of all income, and is now up to 70 percent, giving the charity a huge advantage in challenging economic times."	Jon Duschinsky, Philanthropy in a Flat World, pp. 29-30
FirstGiving.com/JustGiving.com	Use the FirstGiving.com website. FirstGiving.com "has suddenly given every individual the opportunity to not only choose the charity that they want to support, but also the technology to be able to invite all their friends to support it, too--and from the comfort of their desktop PC." The website "allows any individual to go online and within a matter of minutes crates a personalized home page with a built-in online giving module."	Jon Duschinsky, Philanthropy in a Flat World, pp. 70-71
Hold a Precampaign promotion	Execute a Pre-Campaign Program. The Montgomery United Funds for You held a precampaign promotion that included a kickoff parade with all the county high school bands, and a contest for schoolchildren to design the campaign's mascot. The campaign collected \$84,000 in just	Joan Flanagan, The Grass Roots Fundraising Book, p.11

	two weeks, "almost double the take from the previous year's twelve-week campaign."	
Do not Underestimate the Power of Face to Face	Remember the power of face to face interactions at all times. "The American Friends Service Committee does <i>all</i> of its fundraising through person-to-person visits--and they have a 100-percent renewal every year." It is understandable that this is not suitable for every organization, but the message is clear, people respond exponentially better to face to face renewal opportunities. Think of how many LYBNTs your organization could recapture.	Joan Flanagan, The Grass Roots Fundraising Book, p.14
Begin at the Beginning	Ask early, the longer you wait, the more of your hard work is taken for granted. "Start raising money at the very earliest opportunity. Asking for donations at the first public meeting helps the audience realize that <i>someone</i> had to pay to print the agenda, rent the room, and make coffee."	Joan Flanagan, The Grass Roots Fundraising Book, p.15
Pay your Dues	Increase the commitment of the members by having them pay dues. "If they pay in, they stay in." "Dues remind your own members every year of the value and importance of this organization. For people who ask for money every year, they must reconfirm their faith in the organization and their desire to be part of it."	Joan Flanagan, The Grass Roots Fundraising Book, pp. 49-51
Progressive Dues	Set different levels for dues. Have categorical classes for different levels of dues. Starting with 'Students, or Academics', then moving into 'Two-to-five years experience' ...etc. This allows the board to collect more dues from those who have a higher ability-to-pay.	Joan Flanagan, The Grass Roots Fundraising Book, p.57
CWW One Hundred	Cleveland Working Women (CWW) asks workers to give \$100 a year by automatically deducting \$8.25 on a monthly basis. Asking for a lump sum of \$100 would cause some people to shy away from the prospect, but \$8.25 is a very manageable expense per month for almost anyone.	Joan Flanagan, The Grass Roots Fundraising Book, p.67
Send a Letter, do not call to visit	Send a letter to a donor you wish to visit, do not call. "I can assure you that sending a letter is the most effective way possible of securing the visit." If it is your first visit, make sure you make it clear that you are not visiting for a gift, and that you will not be asking for a gift. "I find that by assuring the person the visit is entirely exploratory...you're much more likely to get to see him or her."	Jerold Panas, Asking, p.26
Stand Up	Stand Up. "If you don't believe this helps, just try it. Standing releases a flow of energy that simply doesn't exist when you're sitting. When I stand I feel I can lick the world. I can make that call. I'll get that visit. I'm standing and I'm determined. You'll feel exactly the same."	Jerold Panas, Asking, pp. 28-29
Be Upfront about time	Be upfront about the amount of time you'll need. If you need an hour, ask for an hour. If the prospect can not do with the time you ask, then do with the time they give you. "You've probably found, as I have, that when a person tells you he can only give you 15 or 20 minutes, he ends up giving you all the time you need."	Jerold Panas, Asking, p.29
Do not fast forward to the Check	Dodge the quick opportunity to take a check. "Look, why don't you just send me all of the information. I promise to look it over and I'll send you a check." The urge to take a quick sale over the phone will always result in a smaller gift than that of what could have been achieved in person. They already are willing to give, do not let them give you what it will cost to get you	Jerold Panas, Asking, p.33

	off the phone.	
Use the Anne Frank Concept	Use the Anne Frank Concept. "Shy away from talking about big, abstract numbers... It's hard to comprehend and identify with three million children who died in the Holocaust. But it's easy to get overwhelmed with the Anne Frank story."	Jerold Panas, Asking, p.54
Ask the 4 Magic Questions	Ask the 4 magic questions when faced with anything less of a 'Yes'. This helps determine the reason for the hesitation. 1. Is it the Institution? 2. Is it the Project? 3. Is it the amount I asked for? 4. Is it the timing?	Jerold Panas, Asking, p.65
Always include the Email and Web Address	Include the organization's email and web address on every printed piece to continue to drive donors to your website.	Holly Million, Fear-Free Fundraising, p. 65
Upgrading Donors	Customize your appeals in order to upgrade donor giving. "Segment the list based on past gifts. Donors who have given \$50 should receive a letter asking them to consider a gift of \$75 or \$100...etc."	Holly Million, Fear-Free Fundraising, p. 66
The House Party	Host House Parties. They can be the most effective, efficient, and intimate way to solicit gifts. The strategy is to have a 10 minute or less presentation, once guests have mingled, followed by the host writing a check on the spot and encouraging others to join them. There should be several scripted individuals in the crowd who will follow the lead of the Host and begin to write checks as well, encouraging their peers around them to do the same. "The host thanks everyone and...the party continues...Follow up the even with a thank you to everyone who came and gave. Send a different letter to those who came but didn't give, telling them there's still time. Send a third letter to those who could not attend telling them how great the event was...[and] they can still be part of the excitement by writing a check."	Holly Million, Fear-Free Fundraising, p. 78
General Rule of Asking	Ask for about twice as much as you hope or expect to receive as a result of the solicitation. "The reason for this is that you want to ask in a way that 'stretches' the donor's ability to give. The fact is, people are always likely to give less rather than more. To get more, you have to 'stretch' them!"	Holly Million, Fear-Free Fundraising, p. 83
Ask the early ones again	"Return to those who gave early gifts and see if they will give a little more to help you get to the finish line."	Holly Million, Fear-Free Fundraising, p. 109
eScrip	eScrip Program is a rebate program designed to support schools and nonprofits. "All you do is register your grocery club card and your debit/credit cards with eScrip. When you shop, participating eScrip merchants track your purchases. At the end of each month, the merchants provide a rebate to eScrip, which deposits the money you've earned for your designated nonprofit--just by shopping as you always do--directly into the non-profit's bank account."	Holly Million, Fear-Free Fundraising, p. 115

<p>The Kiva Approach II</p>	<p>Allow your donors to decide where their money goes. "Donors no longer need charities to decide where to contribute their money. They can go to Kiva and decide precisely what beneficiary they are going to give to. What's more, they can read all about the project in advance, and then receive information from the beneficiary as the project develops following their donation." If non-profits could offer this kind of 'Cafeteria' approach, their donors would be able, at their convenience to browse the website, get to know the specific projects, and select which project they would like to support and how much they would like to give.</p>	<p>Jon Duschinsky, Philanthropy in a Flat World, p. 183</p>
<p>Challenging the Traditional Donor Model</p>	<p>Challenge the traditional Donor Asset Model: the only assets of use a donor has are financial. "The intellectual capital alone is a huge asset that most nonprofit organizations fail to tap into. Assets that donors and potential donors bring to an organization include</p> <ul style="list-style-type: none"> <li>Relationships with other potential donors</li> <li>Participation on corporate boards</li> <li>Participation on other nonprofit or foundation boards</li> <li>Relationships with public policy makers</li> <li>Expertise in public policy change efforts</li> <li>Relationships with decision makers at other organizations</li> <li>Technical expertise such as public relations, organizational change, human resources, etc.</li> <li>Experience in management, volunteer recruitment, fiscal oversight, or other key activities.</li> </ul> <p>If you are not tapping into these other assets the donor has to offer, much potential is being lost.</p>	<p>Michael D. Call, More Money Less Asking, pp. 28- 29</p>
<p>The Plug and Outlet Relationship</p>	<p>Match donors to the part of your organization that makes the most sense. Marc Pitman sees the nonprofit-donor relationship in analogy to a plug and series of wall outlets. The potential donor interests are like an electrical plug, and the organization's pre-established strategic priorities are the series of outlets. Matching the donor to the right strategic priority plugs them in, and the power (gifts) starts to flow.</p>	<p>Marc A. Pitman, Ask Without Fear!, pp. 17-18</p>
<p>AIM High</p>	<p>Ask High. Ask for amounts in proportion to the entities ability to give. It sets the bar for future asks, and the first ask is the easiest time to 'upgrade' a donor upfront. "A non-profit organization ask[ed] a multi-billion dollar company to become a corporate sponsorship of a duck race...the duck race coordinators only asked them for \$250!...They could've asked for much more. But now, it'll be very hard to go to this company next year and ask for a gift of \$25,000."</p>	<p>Marc A. Pitman, Ask Without Fear!, p. 19</p>
<p>People give to Causes , not Needs</p>	<p>Show your donors how their gift can have the most leverage on your organization's mission, not it's needs. "Study after study shows that people give to winning causes, not to needs! If at all possible, don't talk incessantly about your needs...Donors aren't motivated by that. [Instead,] Let them know the cool things your organization is doing. This helps them see that their gift will be well used."</p>	<p>Marc A. Pitman, Ask Without Fear!, pp. 27-28</p>

Behind the Scenes	<p>Offer a 'behind the scenes' look at your non-profit. It usually can be done with little or no expense. "Since it's behind-the-scenes, donor prospects don't expect it to be as glitzy or as polished as a regular event would be!"</p> <p>Some examples include:</p> <ul style="list-style-type: none"> <li>Host a gathering at your construction site and have the general contractor or architect speak.</li> <li>Hold a relaxed Q&amp;A with your CEO</li> <li>Consider giving a tour of something you usually don't showcase--client homes, residence facilities, or anything else.</li> </ul>	Marc A. Pitman, Ask Without Fear!, p. 30
Ask If their "Calendar Would Allow"	Ask a prospect if their "calendar would allow" us to meet at such-and-such a time..."Would your calendar allow us to get together Tuesday morning or Wednesday afternoon? I find that wording makes the process of setting up an appointment less confrontational."	Marc A. Pitman, Ask Without Fear!, p. 35
Tell them you are going to Ask	Tell your prospect (gently) in advance that this meeting will have an ask or that it will not. Otherwise, the prospect could feel like they were given the 'bait-and-switch'. "I always felt scummy when I came around to asking. I felt like I pulled a 'bait-and-switch.' So when I'm setting up an appointment to ask for money I always make sure the donor prospect knows that I'm expecting to ask them to invest in my cause."	Marc A. Pitman, Ask Without Fear!, p. 36
Use Blackbaud's Free Gift Grid Designer	<p>Use Blackbaud's free gift table designer to make custom gift tables that best suit your organization.</p> <p>Located at:  <a href="http://www.blackbaud.com/company/resources/resources.aspx">http://www.blackbaud.com/company/resources/resources.aspx</a></p>	Marc A. Pitman, Ask Without Fear!, p. 38
The Best Results Come from the calls made Earliest and Vice Versa	Call your top prospects immediately after a campaign kick off meeting. "One of the most effective campaigns I ever worked on included a unique system to maximize early contacts with prospects...Each solicitor was driven to the door of his or her corporate prospect [right after a kick off meeting by taxi] Result: over 80 percent of the first solicitation calls were made and completed that very morning."	Dwight F. Burlingame & Lamont J. Hulse (Eds.), Taking Fund Raising Seriously, p. 181
Throw Away the Tin Cup	Throw away the tin cup. "A striking trend in fund raising in the past decade is the perceptible shift away from a 'begging' attitude...When the tin cup is used, this exchange process is damaged. The tin cup connotes begging, weakness, and an inability to support oneself."	Dwight F. Burlingame & Lamont J. Hulse (Eds.), Taking Fund Raising Seriously, p. 185
Express your mission as a Globally Perceived Need	Express your mission as a globally perceived need. As an example, Vector Health Programs of Eureka, California states, "Hands are a powerful expression of the human soul. We talk with them. We play with them. We comfort and love with them. A serious disability to the hand affects every aspect of a person's life. Vector Hand Center gives people back the use of their hands." "When the mission of an organization is expressed in an involving statement of a globally perceived need, the stage is set for the exchange process to begin. The asker is relieved of embarrassment and apology...Organizations with this approach are consistently more successful."	Dwight F. Burlingame & Lamont J. Hulse (Eds.), Taking Fund Raising Seriously, p. 190

Stanford's appeal to Posterity	Appeal to the ideal of posterity. Stanford University held a \$1.1 Billion Centennial Campaign in 1987-1992. "Stanford's marketing approach was summarized in one particularly inspiring piece. The simple fold-over card showed a nova and a scattering of stars against a black sky, with the phrase: 'In a world in which it seems our actions have little impact, there are some things that we can do that touch the future.' On the inside, the nova has been transformed into a thumb print against the black sky and the text says, 'Giving to Stanford is one of them.' Powerful, memorable, meaningful.	Dwight F. Burlingame & Lamont J. Hulse (Eds.), Taking Fund Raising Seriously, p. 193
Contemporary Trends in Black Philanthropy	Establish black-supported community foundations. Emmett D. Carson argues that the community foundation is underutilized in black philanthropy. "[They] have the advantage of allowing more affluent givers the prestige of establishing an endowment fund with a relatively small gift that addresses the specific problem that interests them." He also mentions that these foundations have low overhead.	Dwight F. Burlingame & Lamont J. Hulse (Eds.), Taking Fund Raising Seriously, p. 236
Investing More Money in Fund Raising -- Wisely	Increase your giving at a faster rate of growth. Wilson C. Levis argues that Investing more money in fund raising <i>wisely</i> is what the nonprofit sector urgently needs to realize. What he argues is that spending more to raise more money should not be so taboo. Levis asks the question, "How can the nonprofit sector increase the annual rate of growth of giving from the current 10 percent to 12 percent or more? By increasing the rate of growth of fund-raising budgets from 10 percent to 12 percent or more-- <i>wisely</i> ."	Dwight F. Burlingame & Lamont J. Hulse (Eds.), Taking Fund Raising Seriously, p. 257-259
Investing More Money in Fund Raising -- Wisely II	<p>Incorporate a few Key guidelines proposed by Wilson C. Levis. "It may seem that this chapter is encouraging nonprofits across the country to make significant increases in their fund-raising budgets in the belief that this will automatically increase results. This is not the case." These are some guidelines to help focus the idea of wise fund-raising investing.</p> <ol style="list-style-type: none"> <li>2. Match fund-raising costs with related revenue.</li> <li>3. Recover fund-raising investments from related gifts.</li> <li>6. Keep fund-raising cost percentages reasonable.</li> <li>7. Do <i>not</i> try to lower bottom-lines cost percentages.</li> <li>8. Test new fund-raising efforts.</li> <li>9. Learn from every fund-raising investment.</li> </ol>	Dwight F. Burlingame & Lamont J. Hulse (Eds.), Taking Fund Raising Seriously, p. 257-260
Investing More Money in Fund Raising -- Wisely III	The author gives a table of 'Recommended Reasonable Fund-Raising Cost Percentages' by Bill Levis (4-8-90) *Check for an updated version by the same, if necessary. It is a helpful percentage based guide on how to Wisely spend investment dollars to raise gifts.	Dwight F. Burlingame & Lamont J. Hulse (Eds.), Taking Fund Raising Seriously, p. 269

<p>The 7 Principals for Your Planned-Giving Program</p>	<ol style="list-style-type: none"> <li>1. Focus on telling the story of your organization, not just the tax savings features of one or more planned giving vehicles.</li> <li>2. Show how giving to your organization can be the means to enable prospects to accomplish something important to them that they could not do otherwise.</li> <li>3. Build the list of prospects from those who know your organization best-- trustees, key volunteers, alumni, parents, grateful patients, etc. For planned giving, prospects should be 60 years of age or older.</li> <li>4. Use those who have made their own estate-related commitment to promote your planned-giving program.</li> <li>5. Get those who regularly counsel people about their estate and tax matters involved.</li> <li>6. Remember that a planned gift is just another way to make a major gift.</li> <li>7. Planned gifts happen when someone (like you) makes them happen.</li> </ol>	<p>Brydon M. DeWitt, The Nonprofit Development Companion, p. 75</p>
<p>Soliciting Planned Gifts</p>	<ol style="list-style-type: none"> <li>1. Plan and conduct seminars on estate planning and planned-giving segments of your constituency.</li> <li>2. Write articles on planned giving for your newsletter or magazine.</li> <li>3. Serve as advisors to prospects who request information and do not have professional advisors.</li> <li>4. Begin encouraging prospects and donors to think of your organization when making their wills.</li> <li>5. Use direct mail as the primary means to contact your prospects about making planned gifts.</li> <li>6. Provide a means to recognize during their lifetimes estate-related commitments to your organization.</li> </ol>	<p>Brydon M. DeWitt, The Nonprofit Development Companion, p. 76-77</p>
<p>Give the Plaque to the Donor, not your Wall</p>	<p>"Present the significant donor with [an updatable plaque] that can be displayed in his/her office or home. The plaque should have a minimum of five to a maximum of ten years worth of spaces for date tabs to be inserted. You may be amazed at how important filling in those blanks becomes to the donor."</p>	<p>Brydon M. DeWitt, The Nonprofit Development Companion, p. 89</p>