

# HOW TO SOLICIT DONORS

## ASKING CAN BE FUN AND REWARDING WITH A FEW EASY STEPS:

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1. Start with your story - write it down for reference
  - a. Why have you identified this cause or project to help raise funds for?
  - b. What are you hoping to accomplish (impact)? Tell where their dollars will go
  - c. Decide how you are going to raise funds
2. Create a short list of events fundraising events. Consider:
  - a. We suggest using Crowdrise to create or join a team
  - b. You can host a bake sale, collect cash, or host a dinner party
3. Create a short list of who to ask - once you start writing down names, more will come to mind. Consider:
  - a. Family
  - b. Friends
  - c. Work colleagues
  - d. Businesses you frequent
  - e. People at your gym, club or parent group
4. ASK - This is the hard part but you can't get a YES unless you ask. Make sure you start every ask with your Story (part 1 above). Remember that you are offering people the opportunity to help with this amazing cause. If you don't ask, they may be offended that you didn't want their help (!). There are lots of ways to ask; the more personal the ask, the more successful the fundraiser. You can:
  - a. Make a phone call
  - b. Set a face-to-face meeting
  - c. Send an emailWrite a note
  - d. Post to social media
5. Send us the collected Funds to fulfill your program! If you use Crowdrise, this is automatic. If you do something off-line there are several options. Check out our Get Started Fundraising page here and go to the "Send Us the Money" section

Want more Tips & Tricks? Check out these online resources:

[www.unitetolight.org/Fundraise-Resources](http://www.unitetolight.org/Fundraise-Resources)

