



HOW TO BE A SUCESSFUL FUNDRAISER

Being a fundraiser involves facing so many challenges. You get to meet a lot of people of diverse characters. Some prospects may be friendly, but others would shoo you away. Furthermore, being a fundraiser means you have to work long hours. There is also a high turnover in the fundraising division. Nevertheless, if you are hardworking and truly dedicated, you will be a sucessful fundraiser



CULTIVATING



target your right donor



use database directory or do your own research



go where the donore are



Build up your list

FIRST CONTACT

Making call or send email to tell them about your business or organisation and how you can help them or work together

Follow up the first contact with sending them information by email content of article, brochure, link

Keep it simple, remember less is more - they won't sit and read pages and pages so keep it brief and relevant




APPOINTMENT SETTING




If you believe you can help them ask to see them. You need dedicated time with them to find out more about their business. You might offer an initial consultation free of charge if this is appropriate.

MEETING




PRESENTATION

- Make it short
- General
- Avoid difficult terminology
- The simpler the better



Gathering Information

- Ask More question
- Clarify some information you already had
- Dont be shy to ask ammount of some budget
- Pay attention to details by listening



Get Commitment for the next step

- Sumarize the meeting
- Get the commitment for every pinpoint
- Ask for the schedule for the next meeting

SIGN UP

this is your goal. Make sure you cover all the bases – do you need them to sign a contract, have you explained your terms and conditions. Don't shy away from the discussion about invoicing dates etc. You want to get the relationship off to a good start, which means both parties know where they stand



CONCLUSION

- ▶ Everyone can be a Good Fundraiser
- ▶ First impression is most important
- ▶ Good talker, at the same time should be a good listener
- ▶ Psychological & Personal Approach
- ▶ Confidence and believe in your organisation or product



THANK YOU