

## 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











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.

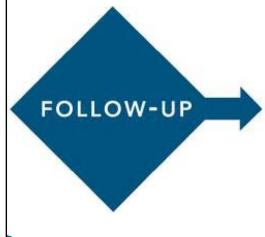




## **PROPOSAL**

Unless really pushed don't propose the solution in the meeting itself. You will have gathered a lot of information and need time to think things through and match your solutions to the potential donor's needs. Obviously the actual length of time will depend on the complexity of the work – but anything more than a week after the meeting starts to look disinterested.





When you send the proposal you should let them know you'll follow up. Prepare carefully for your follow up call. Identify potential objections and have answers and ideas ready to counter these objections. And don't forget to listen and ask the right questions - if they say it's not what they expected dig deep to find out why. If they claim circumstances have changed ask in what way and don't be afraid to ask if budget is an issue, having decided in advance whether you can negotiate on this element.

## 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



## **CLONCLUSION**

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



