

Asking People for Donations

People give money to people.

When possible, ask for donations face-to-face through house parties or personal visits. Phone calls are also effective ways to follow-up to an appeal letter. Share personal stories about how KFTC has affected your life and the lives of others.

Give people a chance to express their own commitment to KFTC's work.

Listen more than you talk. Learn what issues or values are most important to them. What do they think it will take to bring about needed changes? Then make connections between their interests and KFTC's mission and work.

Ask for a specific amount of money.

It is a sign of respect and helps the donor know what you are expecting. Generally speaking, we ask for too little, not too much.

Ask.

It seems basic, but we have to ask people to contribute. Many people who are supportive of KFTC's work will not donate unless asked directly.

Asking for donations is part of organizing.

Conversations with donors build new relationships and deepen the commitment of our friends and members.

Remember that "no" is the most common word heard in fundraising.

Don't take it personally. Say "thanks," move on, and keep asking.

Give people time to respond.

Allow a donor time to think through your request. Don't react too soon or keep talking after you have asked directly for a contribution.

Keep the door open.

If a person says "maybe," offer to follow-up with them in a specific time frame. Even if a person says, "no" you can keep the door open for future conversation.

Say thank you.

Always write a thank you note after each conversation, regardless of the outcome. Thank donors again when money comes in and in other ways throughout the year.