

Fundraising: Resourcing Patient Organisations for a strong Patient Movement

HOW TO BE A SUCCESSFUL FUNDRAISER

5th EFP Regional Advocacy Seminar

Lisbon 25-26 October 2012

Carmen Netzel

HOW TO BE A SUCCESSFUL FUNDRAISER

- **SOME PRELIMINARY QUESTIONS**
- **DON'Ts**
- **DOs**





The Passage

helping homeless people since 1980

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London's homeless

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471

clients used the drop-in computer service 3,853 times in 2010/11

London's weather

netweather.tv

12°C

FOG

+ more information

Our mission is to provide resources which encourage, inspire and challenge homeless people to transform their lives

The Passage runs London's largest voluntary sector day centre for homeless people. Each day we help up to 200 homeless and vulnerable men and women **More >>>**

Featured news

Go to News page >>>

Archbishop Vincent Nicoll's letter

18/10/2012

Our Patron Archbishop Vincent Nicholls has written to local residents concerning the refurbishment of St Vinncent's Centre Carlisle Place. To read the letter click [here](#) and to complete the feedback click [here](#)

Concert tickets now on sale

23/07/2012

A Night Under The Stars -Crown and Country
Thursday 8th November 2012

Reflecting a mood of national pride in the year of the

DON'Ts



- Try to sell what you do ...or how good you are at.. If you can't answer the "so what"?, stop and try again (with the why, the purpose in mind)
- Say-write things you and your listener-reader won't believe
- Grumble-complain about crisis or how hard a time your org is having, about how hopeless things are. And don't scold your donors .. (It's not their fault!)
- Take for granted that people have to give to you

DOS



Make it all about the donor

(source: Jeff Brooks)

- Talk to donors where they are (not where you want them to be)
- Learn from relationships (your mother told you that to get along with others you should focus on them, right?)
- Having a reputation is a great asset (but the way to earn it is by excelling and not by telling people how excellent you are)
- *Donors don't give because your organization is great. They give because they themselves are great.*

Make it all about the donor

(source: Jeff Brooks)

Basic statements to describe your work can turn into fundraising propositions:

We've been reaching out to the homeless in the community for 53 years

versus

**Like you, we're part of this community.
With the help of good neighbours like you, we've been feeding the homeless here since 1959.**

Tell it with a story .. It's simple .. Any channel can hold a story and reach your public

- It helps remembering (and sharing with others)
- It provides meaning (explains some reality)
- It breaks barriers (brings cause and story teller closer, puts a face-name to the cause-disease)
- It simplifies the message (it's about you-the donor- and not us-the org)
- It inspires: a story allows to tell the passion of the mission, it's emotion

“Anna, 62yrs, is crippled with arthritis. She can’t get out of her chair now and she can’t handle a knife and fork. There’s probably someone in your family whose life has been made miserable by the disease. For there is not much we can do about it right now. The only answer is research and that costs money. Every euro you can give helps. Can you please give us a donation?

The cure will be too late for Anna, but it might not be too late for you or your children. Every time you get out of a chair and pick up a knife and fork, say a little thank you for your luck and do something to help”. (source: excerpts from George Smith)

DOs

- Use the YOU sparingly, it's sweet to the eye and ear (we are being addressed personally)
- Create trust, make people feel they want to be part of it and join your org (think of why should anyone care about your org)
- Tell why does your org exists. Tell stories, stories and more stories
- Train yourself, learn from others, copy ideas, ask for advice

Sources of information



BOOKS

How to Write Successful Fundraising Letters, 2nd Edition

Samples, Tips, Real World Examples, ..

Mal Warwick

Jossey-Bass (Nonprofit Guidebook Series), 2008

How to Write Fundraising Materials

That Raise More Money

Tom Ahern

Emerson&Church Publishers, 2011

Relationship Fundraising, 2nd Edition

A Donor-Based Approach to the Business of Raising Money

Ken Burnett

The White Lion Press, 2002

The Influential Fundraiser

Using the Psychology of Persuasion to Achieve Outstanding Results

(the 5 P's: passion, proposal, preparation, persuasion, persistence)

Bernard Ross & Clare Segal

Jossey-Bass, 2009

La Nouvelle Philanthropie

(ré) invente-t-elle un capitalisme solidaire?

Virginie Seghers

Éditions Autrement, Collection "Acteurs de la Société", 2009

PUBLICATIONS

Filantropia Magazine

La Revista de los profesionales y voluntarios del tercer sector

www.filantromedia.com

Corresponsables

www.corresponsables.com

Sources of information



- AEFR <http://www.aefundraising.org/>
- TheDoctor Factory
<http://thedoctorfactoryeng.wordpress.com/>
- THE AGITATOR <http://www.theagitator.net/>

The Toolbox Features Ideas, Applications, Tools, Processes and Case Studies of Breakthrough Solutions in Fundraising

- SOFII <http://www.sofii.org/>

SOFII provides charitable fundraisers with an on-line, easily accessible archive of the best fundraising creativity from around the world. It covers all areas of fundraising from around the world and it is freely available to everyone.

Sources of information - training

- CAUSES that change the world

<http://www.causes.cat>

CAUSES
that change the world

*Alguns homes observen el món
i pregunten "per què?".*

*Altres observen el món
i pregunten "per què no?"*

George Bernard Shaw

raising.org/

ritos Herramientas Ayuda

g.org

En Española de Fundraising

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aefr Asociación Española de Fundraising

POSGRADO EN CAPTACIÓN DE FONDOS PARA ONL
Título de Especialista Universitario
Certificado por la European Fundraising Association - UNED [¡INFÓRMATE AQUÍ](#)

aising - Windows Internet Explorer

aising.org/

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aefr DOCUMENTOS



¿Cómo configurar un equipo de captación de grandes donantes?

[18/10/12]



Innovar para el cambio social

[27/09/12]

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[Inicio: 25/10/12]

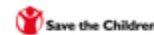


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Coordinador/a de Servicios de marketing

[23/10/12]



Dirección de operaciones internacionales

[15/10/12]

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THANK YOU!



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