



EFP 26th October 2012

HOW TO BE A SUCCESSFUL FUNDRAISER

To identify the essential characteristics of a successful fundraiser

To identify the DOs and DON'Ts in search for funding and formulate concrete recommendations

What makes Coca-Cola a leader?

- PEOPLE BUY



CLIENTS ARE SATISFIED



The principle of fundraising is to raise
money by asking it!

To make possible the mission of the
organization!

Raise

Money

- From people

By asking it

- To people

Linking donors to beneficiaries

Why do we need to fundraise?

- Not enough funds
- New needs
- New projects
- Development
- Diversify
- Get more persons involved and growth the family of friends

Why do we need to fundraise?

Because we want to give a better answer to our beneficiaries, who have a disease or any other limitation....

..... To help them having a better life

Who is the fundraiser?

- ☐ The person who is in charge of making an appeal to someone else!
- ☐ The responsible for the fundraising events
- ☐ The responsible for the collective campaigns
- ☐ Everyone in the charity!

Oral
Hygiene

Consumer



Inovation



Baixe mais de 25.000
Fotos em Alta Definição.

New needs

Crisis

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CONSULTORIA EM FUNDRAISING



A diagram consisting of three overlapping circles. The top-left circle is dark blue and contains the word 'NEEDS' in white. The bottom-right circle is also dark blue and contains the word 'Consumer' in white. The circle in the middle, overlapping both, is light blue and contains the text 'Market - products' in dark blue.

NEEDS

Market -
products

Consumer

Critical
Success
Factor

Strengths and
Weaknesses

Opportunities
Threats

Market
Product

Competitive
advantage

Clients



OUR
consumers

Prefer us=> buy

Stackeholders

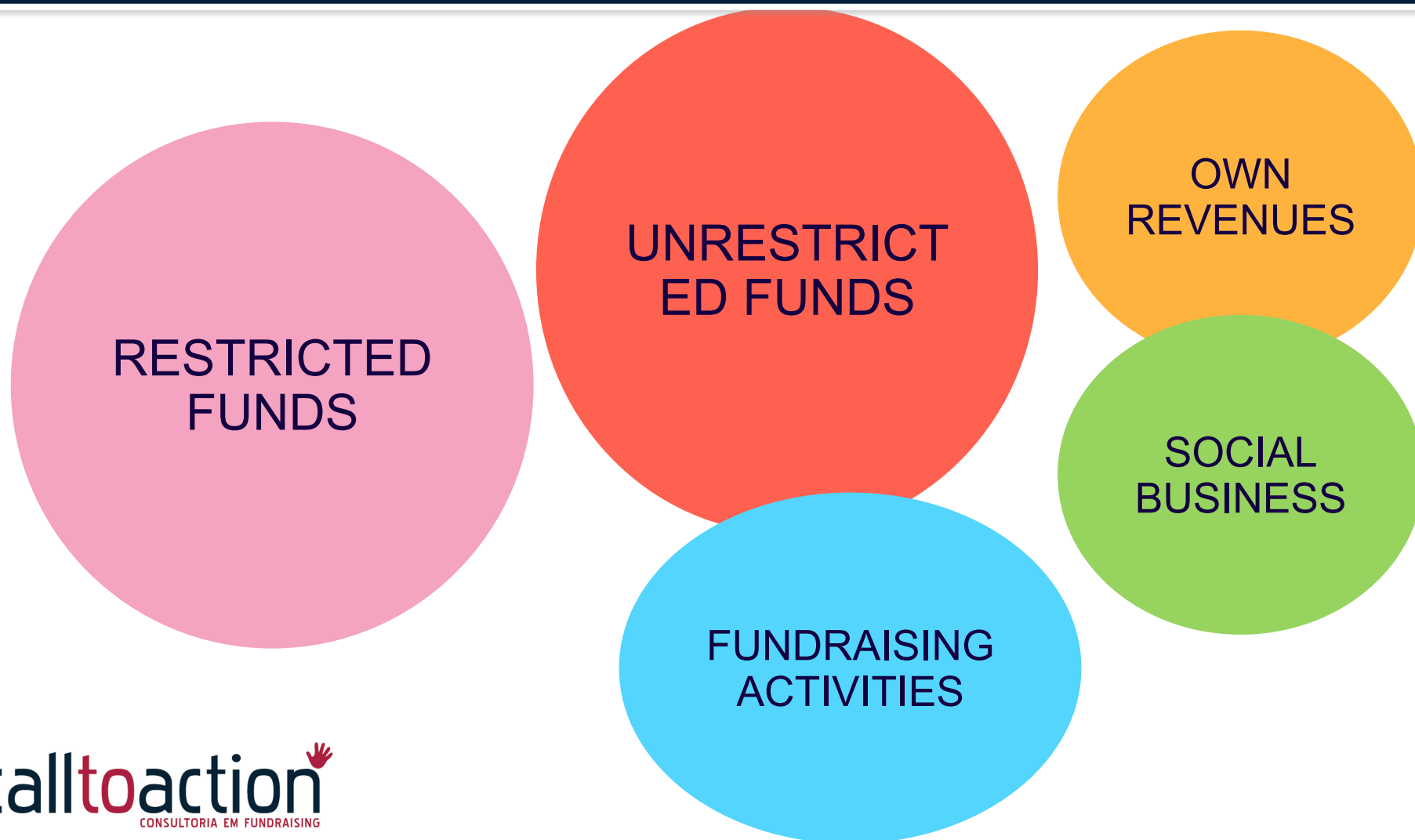


Our
consumers

Needs
evolution



Financial Sustainability



The successful fundraiser

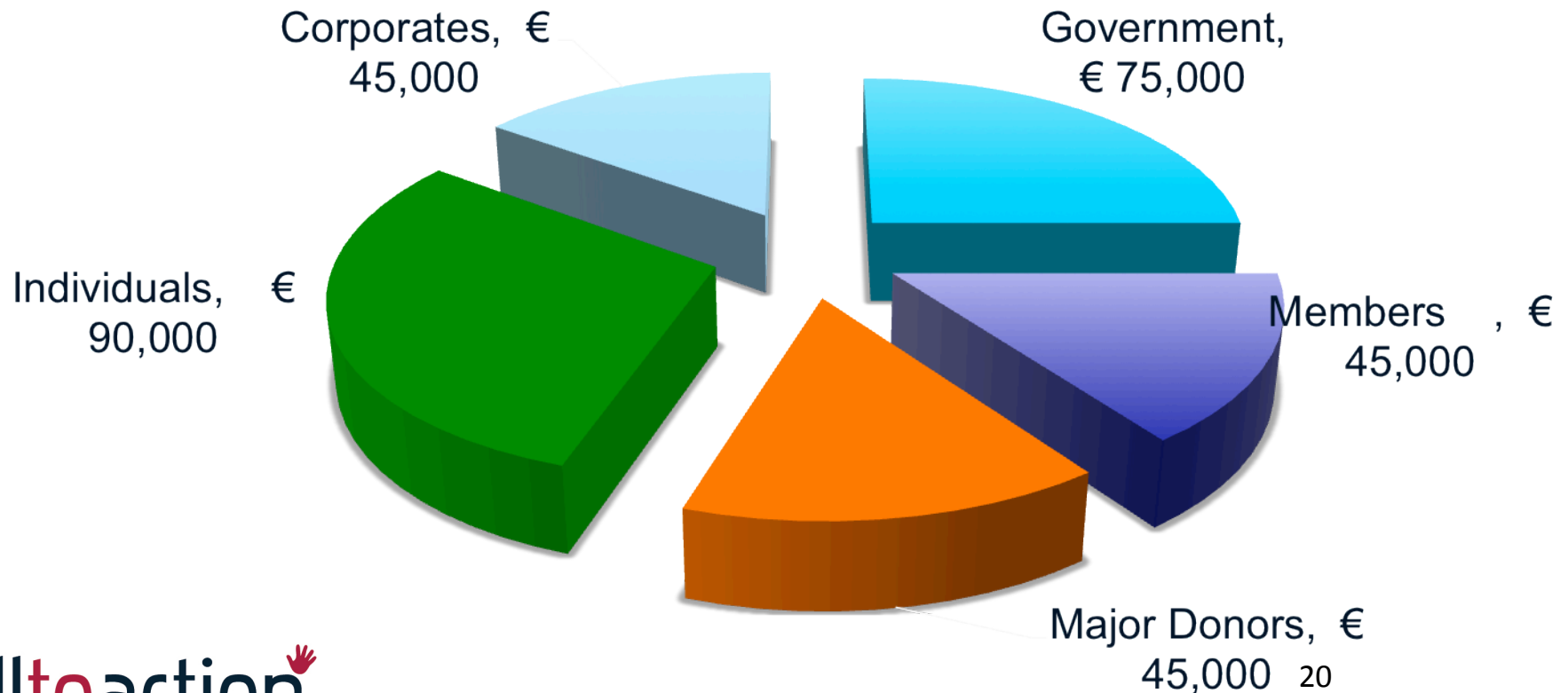
1st of all.....act based on a strategic fundraising plan

- 1 Support from the organization
- 2 Activity based on a plan
- 3 Not always the one who has to make the ask
- 4 Specific personal characteristics
- 5 Specific objectives for fundraising

- 6 Specific budget for fundraising
- 7 Can go to individuals, corporates.....
- 8 Plan, prepares and have a strategy for the ask
- 9 Knows clearly that fundraising is a question of relationship
- 10 Let's tell a story and make you prepared to say what to be and not to be as a fundraiser

My story!

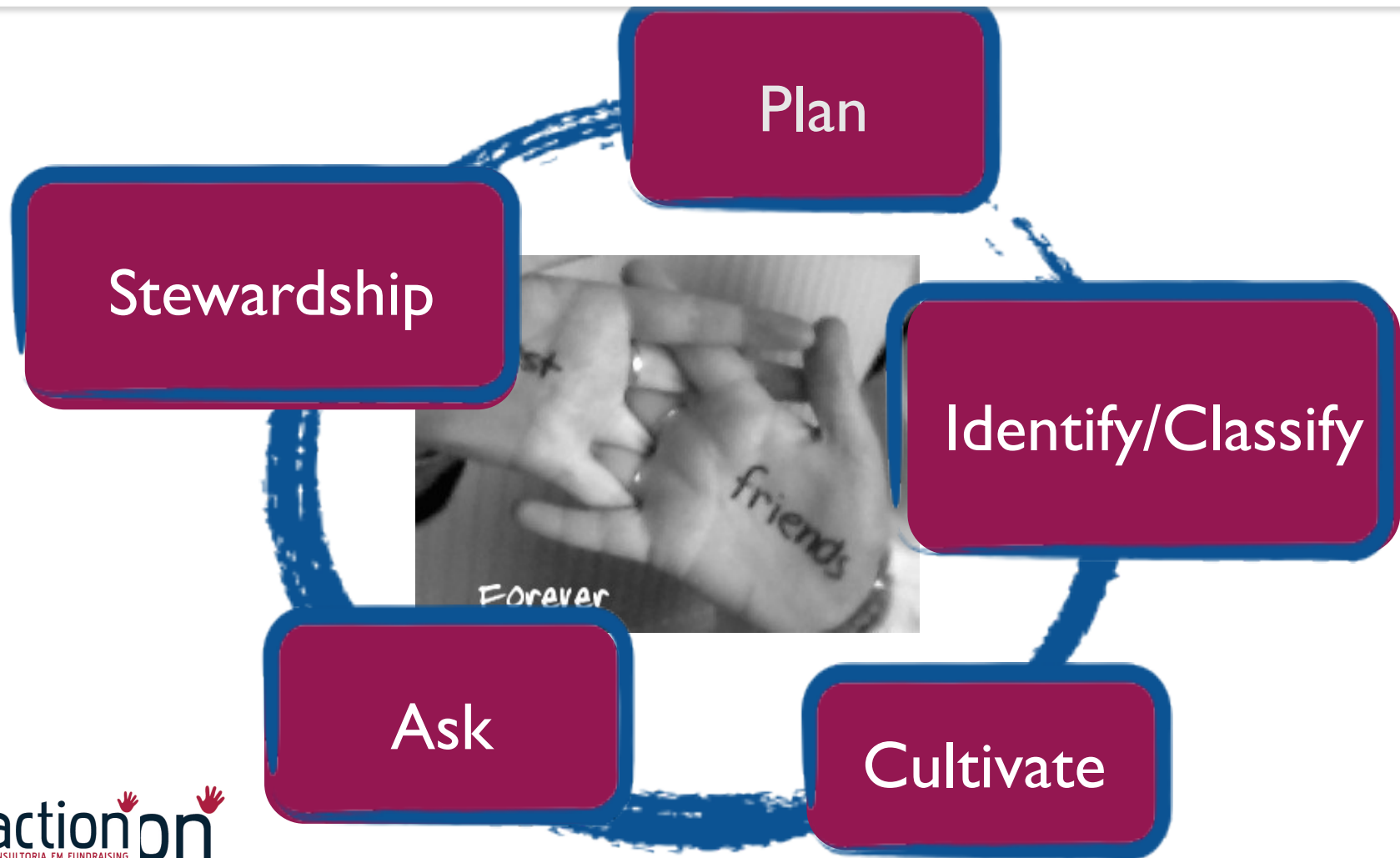
I was asked to prepare a plan for fundraising 300.000€ in 2013.



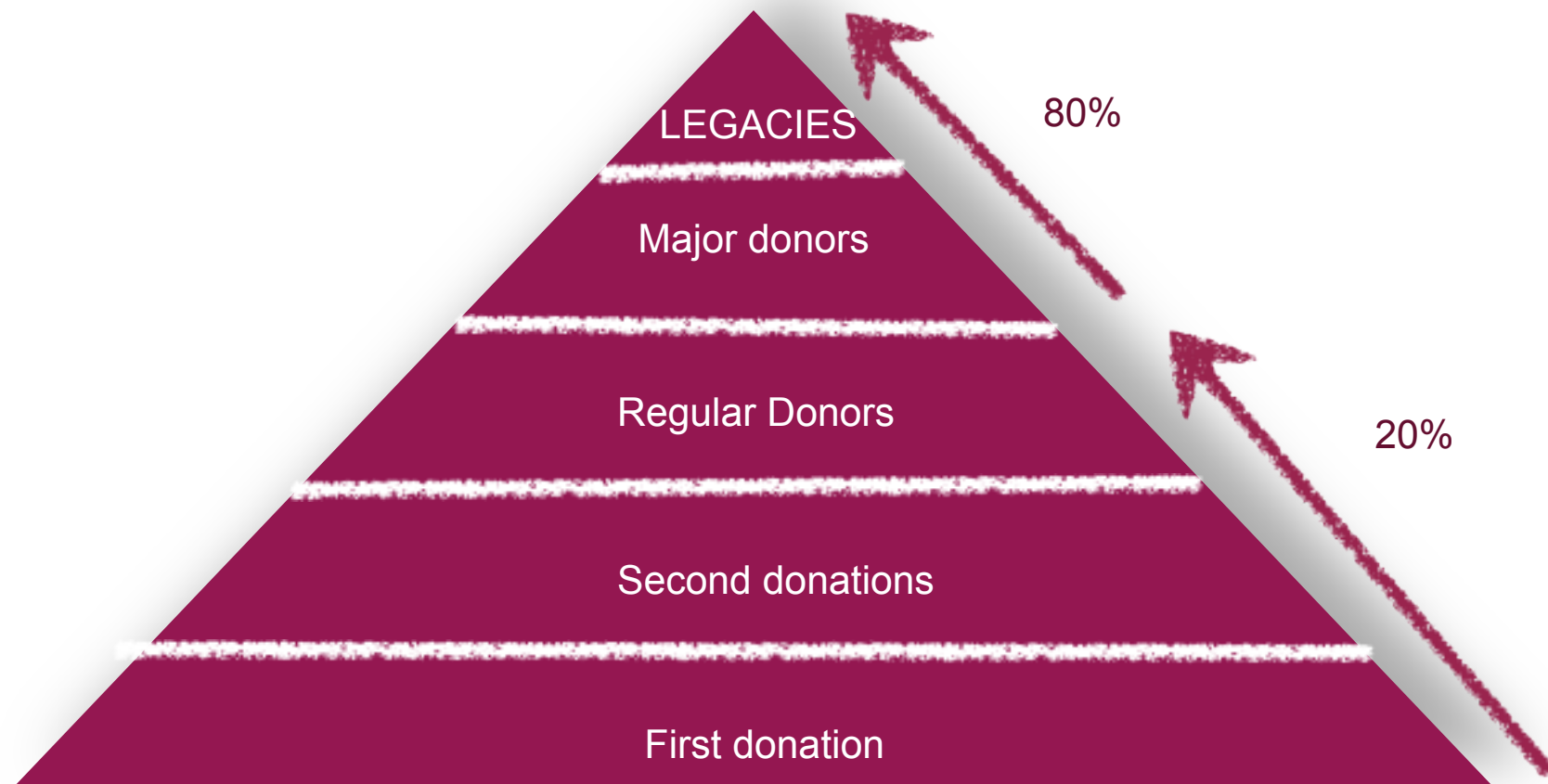
And

- I have some budget to spend on fundraising
- I have 3 persons helping me
- The president of my organization is available to make the asks to the major donors

And I never forget the FUNDRAISING CYCLE



And the fundraising pyramid



The successful fundraiser

Is the one that spends a lot of time planning the ask.....and studying the donor.

The successful fundraiser

Is the one that can raise the funds defined in the fundraising plan.

The successful fundraiser

Is a donor himself

The successful fundraiser

Is the one that believes that
enthusiasm is contagious....start an
epidemic

The successful fundraiser

Understands the donor

The successful fundraiser

Is the one that don't accept a "no" as a definitive answer

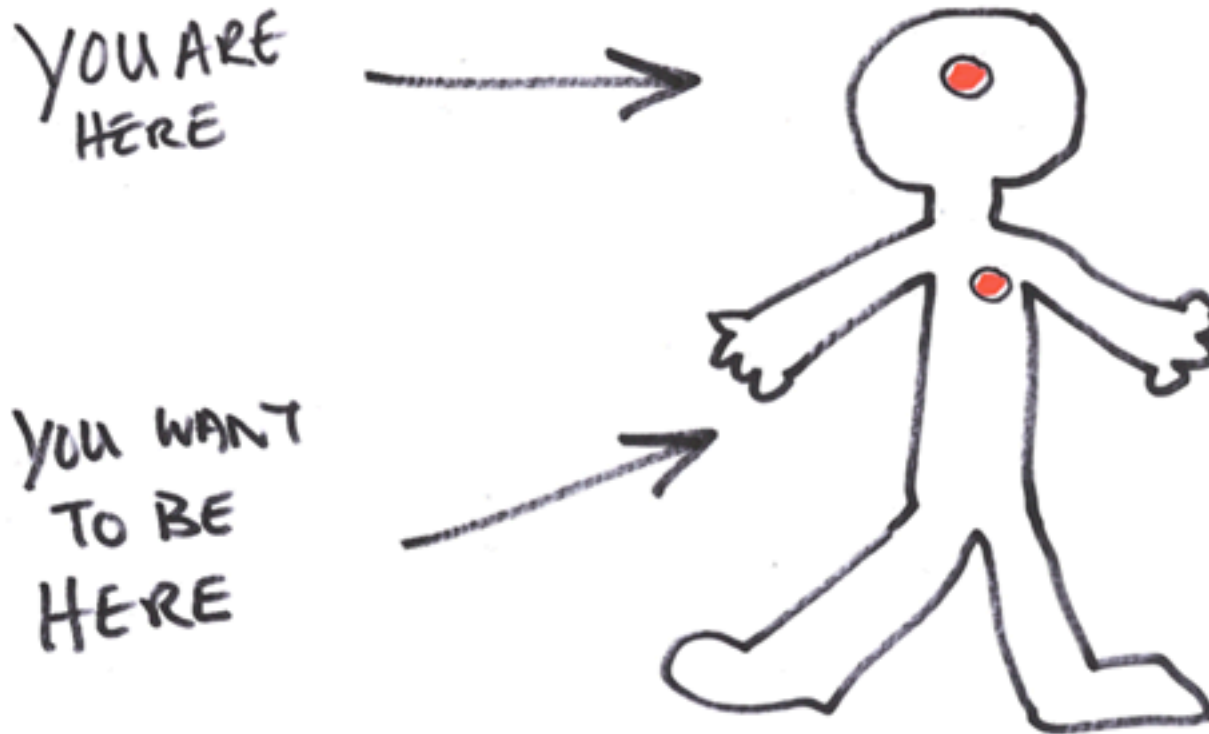
The successful fundraiser

Is the one that never asks for money in the first contact.

The successful fundraiser

Is the one that tells a lot of stories to
touch the heart

Appeal to the heart, not the head



The successful fundraiser

Is the top in communicating

The successful fundraiser

Listens a lot
Smiles a lot
Create empathy with the donor

The successful fundraiser

Makes the ASK

The successful fundraiser

Understands the CAUSE

The successful fundraiser

Follows the budget and the ROI and evaluates the plan and make the necessary changes

But in the essence

Has a great HEART

DON'T do it!

- Ask everyone you know
- Ask everyone you don 't know
- Ask in the first contact
- Ask without creating a relationship
- Forget to thank you

DON'T do it!

- Ask with fear
- Ask without confidence
- Ask without enthusiasm
- Be shy
- Be anxious

DON'T do it!

- Ask for just the amount of money you need
- Ask just the number of donors you need to have
- Speak to much and listen to little

DON'T do it!

- Don't ask for support
- Don't involve
- Don't 's ask for new contacts – prospects
- Don 't give the benefits

The MUST DO of a successful fundraiser

- Be a donor
- Plan
- Study the donor
- Make segmentation
- Communicate specifically to that target

The MUST DO of a successful fundraiser

- Strong fundraising plan
- Identify all the sources of funding
- Investigates all potencial donors
- Cultivates relationship with donors

The MUST DO of a successful fundraiser

- Ask
- Thank you
- Give feedback
- Evaluate continuously

Be proud and happy!



Critical Success Factors of a fundraiser in the health market



honramo-nos
em servir causas que trabalham
para um mundo melhor

Muito obrigada

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