

How to be a successful fundraiser

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KEY ISSUES/ GOALS

- The goal of the creation of the Patients' Organization is:
 - Support families = > provide a better quality life
 - Improve medical services
 - Public awareness

KEY ISSUES/ Fundraiser

- Need to think about the different groups of donors/ **PLANNING**
- Financial sustainability = > long terms goal: continuation of funding
- Explore and being able to use all fundraising possibilities/ EU , national, gov/tal, members etc.

KEY ISSUES

Act based on a strategic plan

- Support from organization
- Activity based on a plan of activities
- Specific personal characteristics
- Specific budget for fundraising
- Plan, prepares and have a strategy for the request
- Knows clearly that fundraising is a question of building a relationship among the two parties (WIN TO WIN situation)

KEY ISSUES

NEVER FORGET THE CIRCLE PROCESS:

- Plan your strategy
- Identity/ Classify the area / the donors etc
- Ask for the funding

RECOMMENDATIONS

- The successful fundraiser is the one that can raise the funds
- Not be disappointed in the first negative answers
- Never ask money from the first time
- Is a donor himself
- Enthusiasm/ smile/ confidence => You are not begging
- HAS A GREAT HEART! Touch the feeling.
- Talk to the heart not to the mind