

Note:

What is it that your Club is trying to do?  
....What are your goals for your club, event or activity?

Why is this important? How will it impact students? The community?  
...emphasize how their gift helps students be safer...or builds leadership skills needed that they can carry forward throughout their lifetime...You can also remind them that saying YES to YOU improves your experience in the current leadership position that you have with your student organization or club.

How will involvement benefit the donor? (what's in it for me?)  
...emphasize how their gift is a great way to highlight their company --- with more recognition to students. Their logo as a program sponsor has a positive impact on student perception of their company and makes students more aware of the company in general.

Who will you ask?  
Family, friends, alumni, businesses (large or small), community organizations or service clubs?  
Develop your list.

1. Prepare your "case for support"

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2. Who will you ask?

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3. How will you approach them?

By mail, phone, or in person?

1. Speak with passion.

Let the donor know why this is important to you and to the general student body.

2. Make good use of their time.

If you have 30 minutes with someone, spend 15-20 minutes making your case, then ask for their

Fundraising is a numbers game. (1 "yes" out of every 3 "asks".) Every "no" gets you one-step closer to a "yes".

Don't take it personally. People say no (and yes) for all kinds of reasons.

There are only three reasons for a "no"...

- If so, ask what contribution can they make. All gifts, regardless of size, helps you achieve your goal.

- If