

Fundraising Tips

1. Know UNCG's SECC Message – *We are taking Giant Steps to help...*
2. N.O. means “Next Opportunity”[®] – try not to take “no’s” personally.
3. Make every person, whether they give or not, feel positive about the interaction with you.
4. Remember your why – Ask potential donors, “What’s important to you?” Think about people in your life, your hobbies and interests and things you would like to change or are concerned about. You are asking people to invest in our community- and the cumulative impact is transformative!
5. Be sincere / honest – tell stories, if you can.
6. Listen - people may need you to hear their story and what is important to them before you can discuss a gift.
7. Keep it simple – provide clear and simple information.
8. When asking people to give, appeal to the head and the heart. Head focuses on facts, figures, and impact. Heart focuses on a specific story or two that illustrates the impact.
9. Address questions / concerns, as soon as possible – if you are unable to provide an answer, please let the person know that you will do some research and respond back to them within 48 hours.
10. Review the charity listings often.

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