



30-minute Fundraising

Celine Santillan * August 13, 2012

Fundraising is ...

- o 95% preparation
- o About sharing a passion
- o Giving friends an opportunity to give and be of help

Why 30 minutes?

- o Its easy to carve out 30 mins in a day
 - o At the office
 - o In the car
 - o At home

30 – minutes: Get Ready...

- o What works for you:
 - o 30 minutes
 - o 15 mins x 2
 - o Set an alarm?

30 – minutes: Get Set...

- o Prepare your standard collaterals / write-ups
- o Profile and Brochure
- o Set – up your
 - o File word file, PDF, PPT
 - o Photo file
 - o Database / excel sheet for prospects, donors, volunteers, etc.

The “Content” of your fundraising materials

- o Tell a story
- o State the problem (over-all view)
- o Invite the receiver to be part of the solution
 - o The “solution” should be proportional to the amount you are requesting

Imperatives

- o Help the reader visualize the beneficiary
- o Include a photo
- o Have a P.S. -- talk about a Past Success
- o Personalize / customize
- o Don't communicate only when you're asking

4 x / month...

- o Upload new photos
- o Update your database
- o Read an article about FR

Basics about Fundraising

- o Gifts from Individuals
 - o Corporations also give funds or in-kind donations
- o Grants from Foundations
- o In-exchange for a product (or service)

Fundraising is Friend-raising.

- o Build your network from inside moving out
- o They need to know you need help
 - o Communicate even when you don't need help, keep in touch + talk about success, give updates (visits, other donors, what others are saying)

5-10 minutes every 3 days: Use the Internet

- o Facebook – have a fan page for your charity + talk about your charity on your own page
- o You Tube – put up a video of recent activities
- o Twitter – keep people updated at least 1x a day (?)
- o Tumblr – post photos with short captions

30 minutes: Gifts from Individuals / Corporations

Each step can take 30 mins. Or less:

1. Write a standard email / letter
2. Customize it for 5 people (or corporations)
3. Email or print it and send it with a brief profile about your charity

Grants from Foundations

- o Searching might take 5 - 10 30 min sessions
- o Each prospect : Review their profile and assess if it's a fit
- o Read the requirements
 - o Break it down the work to be done in 30 min chunks
 - o Collect and Consolidate the Information you need
- o Fill up the form or write the proposal
 - o Outline
 - o Write 1- 3 pages a day

In-Exchange for a product (or service)

- o Write out your standard 'sales pitch' (30mins)
- o Use the social networks
 - o 30 mins a day 2x a week
- o Make a list of who you will call or email
 - o By email you can prepare a standard email and customize as you send. In 30 mins you can do at least 15.
 - o By phone: make 2 pitches a day = 10 a week
 - o Text: you can prepare a standard text and customize as you send. In 30 mins you can do at least 15.

Follow - up

- o Set up a meeting so you can
 - o Discuss in person
 - o Make a 30 minute presentation
- o Call or email to ask if they received it and if they will support your cause
- o If they say 'NO" –
 - o Ask if they can refer someone
 - o Maybe next time

Prospect Research

- o Each can take 30 minutes
 1. Call 2 friends and ask for referrals
 2. Through the internet search for foundations, corporations, groups that give to your cause
 3. Look at the business directories
 4. Read the newspaper and record it (on a simple database/excel)

It also takes 30 minutes to...

- o Recruit a volunteer and / or ask someone to help you
 - o Break down the task into something he or she can do in a small chunks of time (30mins)
 - o Share the tasks that can be shared
 - o Prospecting
 - o Writing standard content
 - o Approaching friends is definitely a task you cant share

It can also take 30 mins. to ...

- o Produce a newsletter
 - o Printed or on-line (better to imbed it into the email than as an attachment)
- o Search for a format (WORD + online)
- o Get your content and photos ready
- o Write articles / updates / announcements
- o It may take 1hr to finish

In summary...

- o You cant fundraise if you're not communicating. And communicating can be very quick and easy to do nowadays.
- o There is much you can do in 30 mins. BUT you need to
 1. Break down the big tasks
 2. Consistency, develop it into a habit (28 day rule to develop a habit)
 3. Plan, manage and prioritize
 4. Share the passion with others



Thank you!

Any questions?

Contact Celine Santillan

- o About Make A Wish Foundation

cas@makeawish.org.ph

- o About fundraising, non-profit organization management, and advice re governance:

santillanceline@gmail.com