30-minute Fundraising

Celine Santillan * August 13, 2012



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

Why 30 minutes?

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

30 – minutes: Get Ready...

- What works for you:

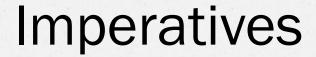
 - 015 mins x 2
 - Set an alarm?

30 - minutes: Get Set...

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



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



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

4 x / month...

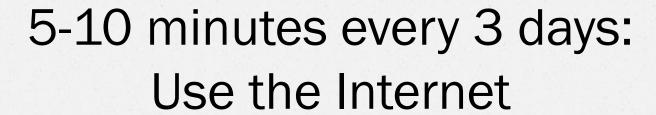
- Upload new photos
- Update your database
- Read an article about FR



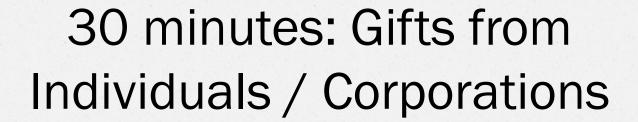
- Gifts from Individuals
 - Corporations also give funds or in-kind donations
- Grants from Foundations
- In-exchange for a product (or service)



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



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

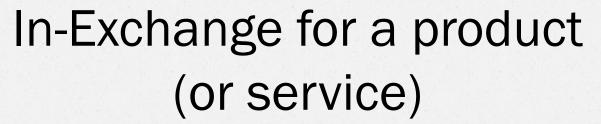


Each step can take 30 mins. Or less:

- 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



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



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

Follow - up

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



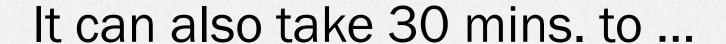
- Each can take 30 minutes
 - 1. Call 2 friends and ask for referrals
 - 2. Through the internet search for foundations, corporations, groups that give to your cause
 - 3. Look at the business directories
 - 4. Read the newspaper and record it (on a simple database/excel)





It also takes 30 minutes to...

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



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



- You cant fundraise if you're not communicating. And communicating can be very quick and easy to do nowadays.
- There is much you can do in 30 mins. BUT you need to
 - 1. Break down the big tasks
 - 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?



- About Make A Wish Foundation cas@makeawish.org.ph
- About fundraising, non-profit organization management, and advice re governance: <u>santillanceline@gmail.com</u>