



# How to Enjoy RAISING MONEY FOR HUMANISM



Maggie Ardiente

# Webinar Objectives

- **Fundraising Fundamentals**
- **Creating a Fundraising Plan**
- **Overcoming the Fear of Asking for Money**
- ***Enjoying Fundraising!***

# 3 Questions

***What are you doing to raise money?***

Membership fees, annual fundraiser, solicitations by mail, donation jar

***What aspect of fundraising do you struggle with?***

Expanding reach, finding large donors, getting people to help, “just picking up the phone”

***What do you hope to learn from this session?***

What fundraising activities work best, new ideas for fundraising, gaining confidence, “everything Maggie knows”

A blue-tinted photograph of a city street. In the foreground, a white van is parked on the right side of the road, facing away from the camera. The van has "703 606 1000" and "Tri-State Masters" printed on its back, along with the number "31". The street is lined with parked cars on the left and multi-story brick buildings on the right. The buildings have many windows and some architectural details like cornices. The overall scene is a typical urban street view.

**A True Story  
That Starts With  
Picking Up the Phone  
and Ends with \$25,000**

# Why Fundraise?

- Because YOU CARE about humanism.
- You're allowing donors to be good people.
- You share something in common with donors: you are a volunteer. You also contribute your time and money to help the organization grow. (And if you're a board member, it's actually your fiscal responsibility.)
- You're doing something for THEM. You're giving them an opportunity to support a cause they believe in.

**Money = More Members = Programs = Greater Influence =  
CHANGE THE WORLD!**

# Fundraisers' Mantras

**People  
WANT to  
give!**

**Giving  
FEELS good!**

**A “yes” feels  
GREAT!**

**You are  
VITAL to the  
organization!**

## ***What are we up against?***

- **41 percent of ALL charitable gifts from households went to religious congregations (the largest category)**
- **On average, Christians, Jews, and Muslims will give at least \$800 annually to their church, synagogue, or mosque**
- **The entire humanist/atheist/secular movement raises between \$10-15 million annually. Focus on the Family raised \$85 million last year *alone*.**

***This is why religion still holds power.***

Sources: Chronicle of Philanthropy, 2012; The Cheat Sheet, 2017; Charity Navigator, 2017.

# **Make Your Case**

- **Mission and Vision**
- **What do people get from joining?**
- **What does your group do for the community?**

# **Build Your Base**

- **Collect names, addresses, and emails at meetings, tabling events, etc.**
- **Use Excel or a database system to maintain and update the list regularly**
- **Use social media to promote your organization**

# Fundraising Fundamentals



# Establish a Fundraising Plan

## Assess Your Capabilities

- *Create a system for accepting donations*
- *Determine how you will fundraise*

## Get Help

- *Establish a Fundraising Committee*
- *Recruit volunteers*

## Calendar EVERYTHING

- *Set dates and have someone hold you accountable*

## Combine Fundraising & Communications

- *Newsletters, tabling events, meeting announcements*

*Nervous*

*Awkward*

**How do you feel when you  
ask for donations?**

*Anxious*

*Embarrassed*

*Terrified*

# Making the Ask

**Schedule  
it**



**Call  
and  
Email**



**Meet in  
Person**

**Make  
the  
Ask**



**Thank  
the  
Donor**



**Follow  
up**

# The Art of the Ask: Scheduling the Meeting

## Step 1: Send a letter or email

- Thank them for being a donor/member
- “I’d like to meet with you over coffee or lunch to talk about your support of [group].”

## Step 2: Schedule a Time to Call

- Set a reminder on your calendar and DO IT
- Reward yourself – the hardest part is over!

## Sample Call Script:

“Hi, I’m \_\_\_\_, and I’m on the Board of Directors of \_\_\_\_\_. I’m calling to thank you for being a member, and I’d like the opportunity to meet with you in person to talk more about what our group is doing, get your feedback, and ask for your support. Please let me know if you are available for lunch or dinner, or even 20 minutes for coffee. My home telephone number is \_\_\_\_; call me anytime.”

# The Art of the Ask: Possible Responses

*“Sure, I’ll meet with you.”*

“Great! Thank you for your time. Where would you like to meet that’s convenient for you?”

*“No, I’m too busy.”*

“I understand. I’m busy too. But I care deeply about this organization and hope you do too. We can meet for coffee, and I won’t take more than 20 minutes of your time.”

*“You don’t need to meet with me. I’ll support the group.”*

“That’s great! Thank you. But I’m interested in getting to know you better. We really want to hear from supporters like you. You would be helping us tremendously.”

# The Art of the Ask: Meeting with a Donor

## General Rules

- 80/20: They talk 80% of the time; you talk 20%. Listen.
- You don't always need to pitch a "special project." Make the case for humanism itself.
- No begging! Be positive.
- You don't need to bring anything like brochures or pamphlets. They won't read it. They already know about your organization. Just bring a pledge card.
- Be honest. If you don't know something, say so, and get back to them later.
- Offer to pick up the check.

## When Making the Ask

- Be clear. "Will you pledge \$500 to [group name] this year?"
- Wait for them to answer. **DO NOT SPEAK UNTIL THEY RESPOND.**

# The Art of the Ask: Possible Responses

*“Yes, I’ll pledge \$500.”*

“Great! Thank you for your support. It’ll make a big difference in our work.”

*“No, I can’t give that much.”*

“I understand. It’s a lot of money. What kind of pledge would make you feel proud to donate to [group]?”

*“I need to check with my husband/wife/partner.”*

“Sure! I’ll follow up with you next week, or I would be happy to meet your husband/wife/partner as well.”

*“I’m not happy with what your group is doing.”*

“Tell me your concerns. We’re not yet where we’d like to be, but this is an opportunity to make things better.”

**THANK. YOUR. DONORS.**



# Overcome the Fear of Asking for \$\$\$

- *Repeat the mantras.* People want to give and want to be asked.
- *Practice, Practice, Practice.* Say the ask aloud or to a friend or family member.
- *Prepare, Prepare, Prepare.* Remember why the cause is important to you, and be ready to make your case.
- *Treat yo' self!* Buy yourself a present, order that dessert, give yourself a pat on the back!

*Always remember:* Your love of humanism must be bigger than your fear of asking.

# Resources

## Books

- Fundraising for Social Change *Kim Klein*
- Contagious: Why Things Catch On *Jonah Berger*

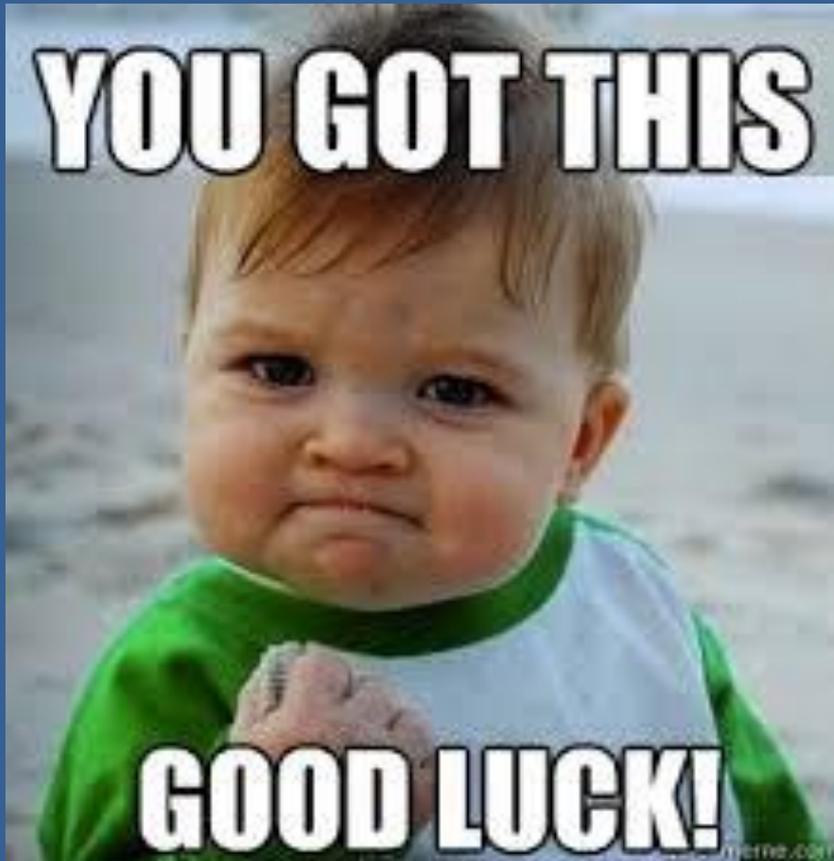
## Websites

- Joan Garry Consulting *joangarry.com*
- Asking Matters *askingmatters.com*
- Nonprofit AF *facebook.com*

Ask Me Anytime! [ardienmd@gmail.com](mailto:ardienmd@gmail.com)

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**A True Story  
That Starts With  
Reading a Newspaper  
and Ends with  
a Million Dollars**



**Maggie Ardiente**  
Development &  
Communications Director

National Law Center on  
Homelessness & Poverty

[ardienmd@gmail.com](mailto:ardienmd@gmail.com)

[mardiente@nlchp.org](mailto:mardiente@nlchp.org)

Twitter: @MaggieArdiente