

Tips For Board Members From Development Director Who Hates Asking People For Money

I'm a development director, and I hate asking people for money. I know, it's kind of a weird thing to say for someone in my profession, but it's true. I don't like asking people for money because I don't want to make them feel uncomfortable. I don't want to put them in a position where they feel like they have to give me money. I want them to give me money because they want to, not because they feel like they have to.



The Itty Bitty Book of Nonprofit Fundraising: Tips for Board Members from a Development Director who hates asking people for money by Jayme Dingler

★★★★☆ 4.2 out of 5

Language	: English
File size	: 3225 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 34 pages
Lending	: Enabled



I know that I'm not the only development director who feels this way. In fact, I think that most development directors would rather not ask people for money. But we do it because we know that it's important. We know that our organizations need money to survive and to thrive. And we know that the best way to get money is to ask for it.

So, if you're a board member, and you're not sure how to be an effective fundraiser, I'm here to help. I'm going to share with you some tips that I've learned over the years. These tips will help you to be more comfortable asking people for money, and they will help you to be more successful in your fundraising efforts.

1. Get to know your donors.

The first step to being an effective fundraiser is to get to know your donors. This means learning about their interests, their passions, and their values. It also means learning about their giving history. Once you know your donors, you can tailor your fundraising appeals to their specific interests.

There are a number of ways to get to know your donors. You can meet with them in person, you can call them on the phone, or you can send them a survey. You can also learn about them by reading their social media profiles and their news articles.

2. Make a personal connection.

People are more likely to give to organizations that they have a personal connection to. So, when you're asking someone for money, make sure to make a personal connection with them. This means being genuine and authentic. It means being yourself.

There are a number of ways to make a personal connection with someone. You can share your own story. You can talk about why you're passionate about the organization. You can even share a personal anecdote.

3. Be clear and concise.

When you're asking someone for money, be clear and concise. Tell them what you're asking for and why. Don't be vague or ambiguous. The more specific you are, the more likely they are to understand and support your request.

For example, instead of saying, "I'm asking for a donation to our organization," say, "I'm asking for a donation of \$1,000 to help us build a new playground for the children in our community."

4. Be confident.

When you're asking someone for money, be confident. Believe in your mission and in your ability to make a difference. If you don't believe in yourself, why should they?

Confidence is contagious. When you're confident, people will be more likely to believe in you and in your cause.

5. Be persistent.

Don't be afraid to ask people for money more than once. In fact, you should expect to ask people multiple times before they give. The key is to be persistent but not pushy. You want to remind people of your cause, but you don't want to annoy them.

There are a number of ways to be persistent without being pushy. You can send people reminder emails, you can call them on the phone, or you can even send them a handwritten note.

6. Be grateful.

When someone gives you money, be grateful. Thank them for their support, and let them know how their donation will make a difference. A little bit of gratitude can go a long way.

You can express your gratitude in a number of ways. You can send them a thank-you note, you can call them on the phone, or you can even visit them in person.

Fundraising is not easy, but it's important. By following these tips, you can be a more effective fundraiser and help your organization achieve its goals. Remember, the most important thing is to be genuine and authentic. People will be more likely to give to you if they know that you believe in your cause.

Thank you for your support.

Sincerely,

The Development Director Who Hates Asking People For Money



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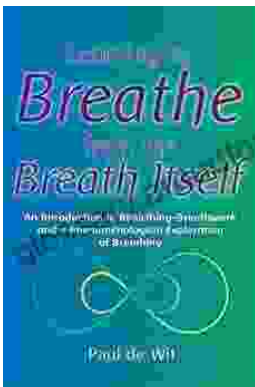
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