



How to Raise \$50,000 In Six Weeks

Presenter: Kim Klein

**Sponsored by Conservation Lands
Foundation for the Tenth Annual
Rendezvous**

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Real money. Real people. Real change.

Why a six week campaign?

- Higher board participation because the end is in sight
- Brings in volunteers who don't want to be involved year round
- Creates excitement, prevents burnout
- Appeals to people who dislike fundraising



Focus on People Who Give:

- ▶ **Most people: 70% of adults**
- ▶ **Give to 5-10 similar organizations**
- ▶ **Equal numbers of men and women.**
- ▶ **# 1 reason people make a donation: someone asked them.**
- ▶ **#1 reason people don't give: they say they were not asked.**

What's needed for success:

- Tracking system
- Team of askers
- Prospects
- Ability to update team on progress
- Good leadership



Above all....

ASKERS!

People must be willing to follow up their e-mails with phone calls and sometimes visits.



Steps for campaign success

- 1. Decide purpose of campaign and goal**
- 2. Choose the right time**
- 3. Recruit the team**
- 4. Prepare campaign materials**
- 5. Identify prospects**
- 6. Orient & train team**
- 7. Launch & manage the campaign**
- 8. Evaluate & celebrate**

Step 1:

What are you raising \$ to do?







Caveat: Don't Fixate on \$50,000

If you:

- are just starting out
- work in a poor community
- don't need \$50,000
- prefer weird numbers

Pick a goal that works for you.

\$10,000, \$17,501, \$23,000: what is important is to meet or exceed the goal!



Step 2: Choose the Right Time

Pick a 6 week period of time for the campaign.

Add 1 week preparation time

Add 1 week follow-up time

TOTAL TIME FOR ORGANIZERS : 8 weeks



Create a simple gift range chart

Goal: \$50,000

# of gifts	size	# of prospects*
2	\$5000	8
4	2500	16
10	1000	30
20	500	40
30	250	60
many	various	quite a few

@75 gifts X 2 = @150 prospects

**You will need 2 times the number of prospects as the number of gifts*

Step 3: Recruit the solicitors

Board and former board

Staff and former staff

Recently retired people

Volunteers

Former volunteers

Be very clear that you will have to ask for \$\$!!



Calculate # of volunteers

prospects / 6 weeks = # asks a week

ASSUME: one person can complete three asks a week

asks a week / 3 = # volunteers needed

For example:

150 prospects / 6 weeks = 25 asks a week

25 asks / 3 per person = 8-9 volunteers

Volunteers Need to:

- Care about cause
- Give themselves
- Have 2 hours/week for 6 weeks
- Have flexible schedules
- Be friendly; interested in others
- Be able to keep on track and work in a team



Step 4: Create Materials

- **One page description of the campaign**
- **Create e-mail for solicitors (link embedded)**
- **Announcement on website and FB**
- **Create a letter for regular mail**
- **Develop FAQs for solicitors**

NOTE: NO NEED FOR FANCY MATERIALS

Step 5: Identify Prospects:

- ☐ Friends and colleagues of solicitors
- ☐ Current donors: who could give an extra gift?
- ☐ Lapsed Donors: people who used to help but haven't in a year or more

Step 6: Go over everything with the team

- *Go over message and materials**

- *Assign prospects**

- *Brief training on asking**



Keep in Mind

1. Success is asking



2. Be OK with no



Things can sound like no...

But mean 'NOT NOW'

“I’ll get back to you.”

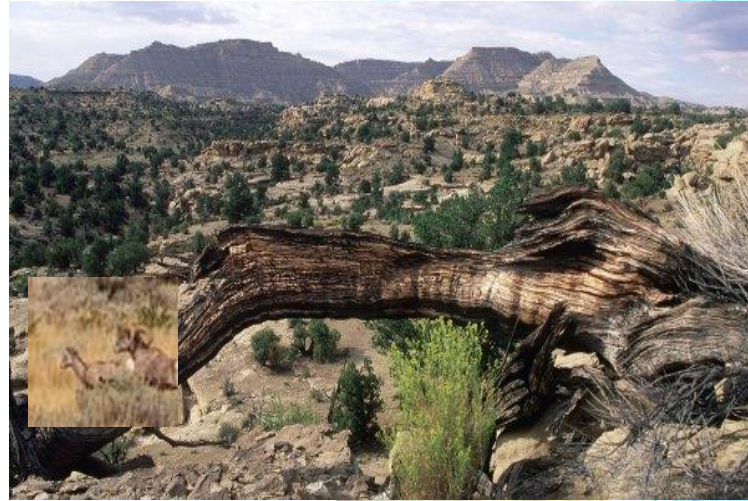
“I have to ask my partner/spouse.”

“I haven’t had time to look at your information”

“I’m giving to so many other things right now.”

“Yes, I’ll send something later”

3. Focus on what you believe in.



Make your e-mails personal

Something about the prospect

“Good to see you at the library last week”

“Heard your daughter got into medical school!”

Your own excitement about this campaign

“Local community support makes all the difference in these campaigns.”

Something recent about the organization

“I am very excited about our watershed protection plan”

FR is 10% planning, 90% follow up calls

If you don't hear from your prospects,
remember:

This is not about you.

Perhaps this prospect:

- *is in the 30% who don't give*
- *didn't see the letter or e-mail*
- *is waiting for you to call*



Step 7: Keep Campaign on Track

Keep in close touch with volunteers.

E-mail a weekly report to team with each person's progress.

"Shout out to Eric for getting 2 gifts at \$250 this week. Mary finished all her follow up and so far leads with 10 donors and \$3,000!! Close behind is Jose with 7 donors and \$2700. Bethany has 14 new donors—this is fantastic! And not to be outdone, Mabel has 3 donors giving \$2000 each."

The Final Week

Call (ideally) or contact any of prospects who haven't given so far.

“Will you put us over our goal?”

Those who have given will get a rousing thank you from the solicitor.



Step 8: End, Evaluate & Celebrate



About the Presenter

Kim Klein is the author of five books, including the classic text, **Fundraising for Social Change**, recently released in a **SEVENTH** edition. She also wrote **Reliable Fundraising in Unreliable Times**, which won the McAdam Book Award in 2010.

She has provided training and consultation in all 50 United States, five Canadian provinces and 21 other countries. She is a lecturer at the School of Social Welfare at the University of California, Berkeley, and has served as guest faculty at the Haas School of Business at UC Berkeley and Concordia University in Montreal. Kim co-founded the Grassroots Fundraising Journal in 1981.

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