

How to Raise \$50,000 in 6 Weeks

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About Short Term Campaigns:

Fundraising is a year-round process, but few volunteers have the time, patience, inclination or strength to help with fundraising all year long.

By dividing up your fundraising program into time and goal specific periods you will get far more work from your volunteers and much less burnout.

Advantages of Short Campaigns

- You can invite all kinds of people to be involved
 - Appeal to competitive people because they like a game
 - Appeal to people who hate fundraising because it's all going to be over soon
- Help your organization raise money in a hurry



Required for Success

- Good systems for keeping track of donors, contacts, pledges made and received, etc.
- Thank you notes sent promptly
- A “champion”—ideally the chair of the campaign
- Ability to keep in touch with all the solicitors and keep them up to date on progress toward the goal.
- Everyone has to be willing and able to follow up and follow through

Above all....

Willing to ask
for money in
person

Don't even think of
doing this kind of
campaign if you don't
have a team of askers



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● Step One:



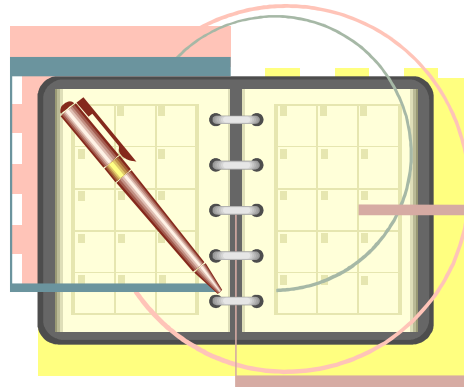
Identify a message for the campaign:

- A specific need, such as a van or playground
- An event such as a demonstration or a conference
- A way to avoid a crisis, such as loss of a program

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Step Two:

Pick a 6 week period of time for the campaign itself, with 2-3 weeks preparation time on the front end and 1-2 weeks follow-up and mop-up on the back end.





Step Three: Create Materials

- Develop a one page description of the campaign
- Have return envelopes and reply cards
- Put something on your website about the campaign specifically
- Develop FAQs for solicitors

NOTE: NO NEED FOR FANCY MATERIALS

Create a letter to introduce campaign

Elements of the letter

I write with an urgent request. As you know, we recently

We must raise \$50,000 in the next six weeks to insure success...

We hope you can make a gift of \$___ (or a large gift)

Someone will call you soon....

Step Four

Create a simple gift range chart:

<u># of gifts</u>	<u>size</u>	<u># of prospects*</u>
2	\$5000	8
4	\$2500	16
10	\$1000	30
20	\$500	40
40	\$250	80

$$76 \text{ gifts} \times 2 = 152 \text{ prospects}$$

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

A Variation with fewer prospects

A very simple gift range chart:

Goal: \$50,000

<u># gifts</u>		<u>\$</u>	<u>Prospects</u>
1	(20%)	10,000	4
2	(20%)	5,000	8
4	(20%)	2,500	8
<u>20</u>	(40%)	1,000	40
27 X 2 = 54 prospects			



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 Five: Determine the number of volunteers needed.

FORMULA:

Divide # prospects by 6 weeks = # requests per week

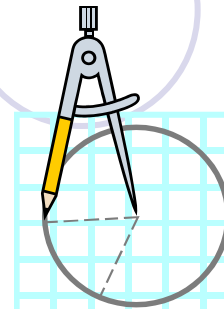
Each volunteer can ask 3 prospects per week.

So # asks per week divided by 3 = # volunteers needed

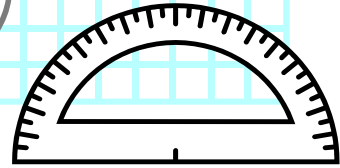
For example:

156 prospects / 6 weeks = 25 asks per week

25 asks per week divided 3 per person = 8 volunteers



$$A = \pi r^2$$



Characteristics of Volunteers

- Care about cause
- Give themselves
- Have 2 hours/week for 6 weeks
- Flexible schedules
- Friendly and interested in others
- Able to keep on track and work in a team





Step Six: Invite the Volunteers to a Meeting

Describe the campaign

- *Go over message and materials**
- *Brainstorm more prospects as needed**
- *Compile a list of prospects**
- *Send out first round of letters**

Go over the Gift Range Chart and identify at least half the prospects needed

Prospect Identification

Create a list of people who are:

Friends and colleagues of the campaign team: do they give away money?

do they care about this cause?

can they make this size gift?

Current donors: who could give an extra gift, who could give more?

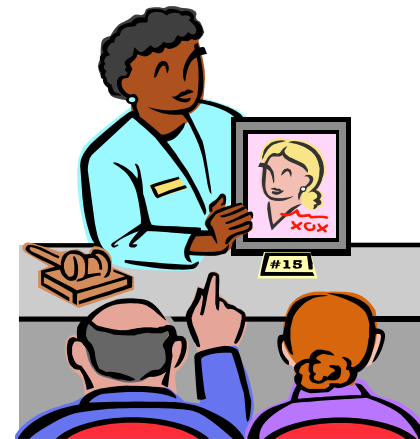
CAUTION: don't approach people just because they "have" money

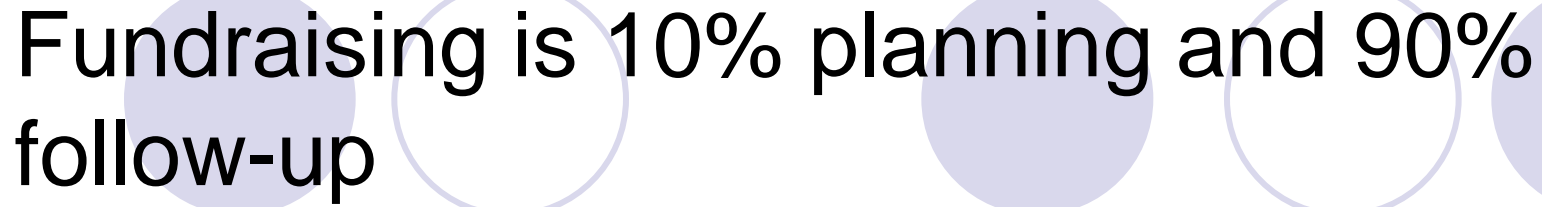
Step Seven: Training

Train the volunteers (either at the meeting, or at an additional meeting)

Go over basic principles of asking for money, make the volunteers practice the phone call a few times and the meeting at least once.

Give each volunteer 3 names to follow up with in the first week





Fundraising is 10% planning and 90% follow-up

Step Eight:

Each week volunteers get 3 more names.

Every week a new set of letters goes out to that list.

Keep in touch with volunteers by email and phone. Every time a gift comes in, send out an e-mail with the new total. E-mail a weekly report with each person's progress.



Stay on top of your committee

Step Nine:

Make sure people are doing their work. The chair of the committee needs to check in with members every couple of weeks, and needs to talk with anyone who falls behind.

Inevitably one-two people will flake, but one or two others will be on fire and will take those people's names.

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Step Ten:

In 4th week, everyone needs to meet in person. Go over the prospect list again. Ask campaign team members to discuss where they are with each prospect.

Rally volunteers for final push



SUMMARY: Calendar of Campaign

Before Campaign:

- Decide on message
- Create gift range chart
- Begin looking for prospects
- Create some materials
- Develop letter
- Identify campaign team
- Invite them to a meeting



Campaign Begins

- ✓ Compile prospect list
- ✓ Train volunteers
- ✓ Send out first round of letters (ideally right before the training)
- ✓ Pass out first set of names



Campaign proceeds

Week 1-3

- Frequent check-ins
- Constant update on campaign progress available
- Each week, letters out and names out

4th Week:

Meet in person. Go over all prospects.

6th week: MEET GOAL: Celebrate

Wrap-up: thank all donors and volunteers

Celebrate \$50,000 With a PARTY

End the campaign at the end of six weeks
no matter where you are to your goal.

If you fall short, figure out what you
learned and what you should do
differently next time

If you meet your goal, ditto above.

ABOVE ALL AT THIS MEETING,
HAVE FUN.

