

WRITE ON FUNDRAISING TRAINING



Make the ASK!

February, 2021



In good times and bad, we know that people give because you **MEET needs, not because you **HAVE** needs.**

KAY SPRINKEL GRACE

Write On Fundraising

Matching Gifts

A proven strategy to boost giving



- Employee Match
- Challenge Match
- Company Match

Marketing Strategy

Tell everyone about the match!

- Website
- Social Media
- During donation
- Event
- Corporate Groups
- Database



KEEP IT R.E.A.L

ASKING IS A CONVERSATION



Research



Engage



Ask

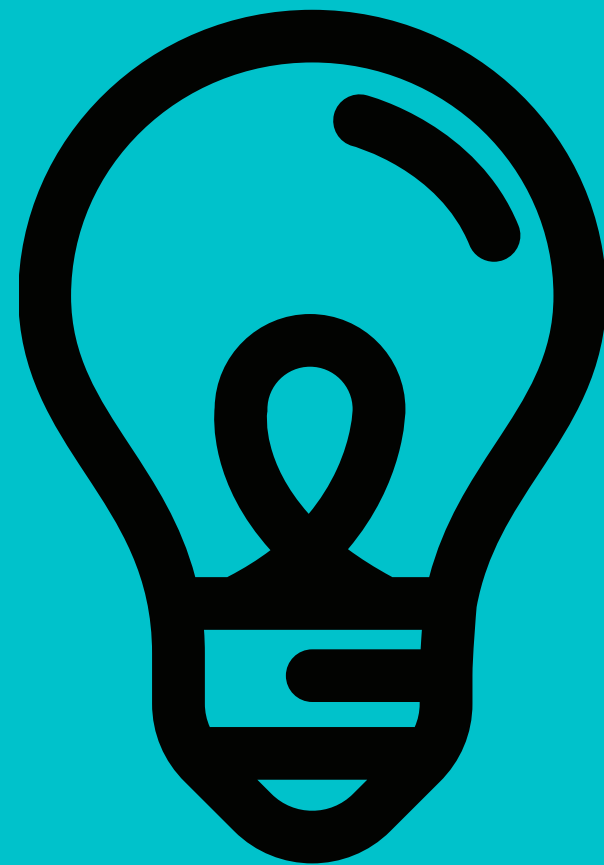


Love



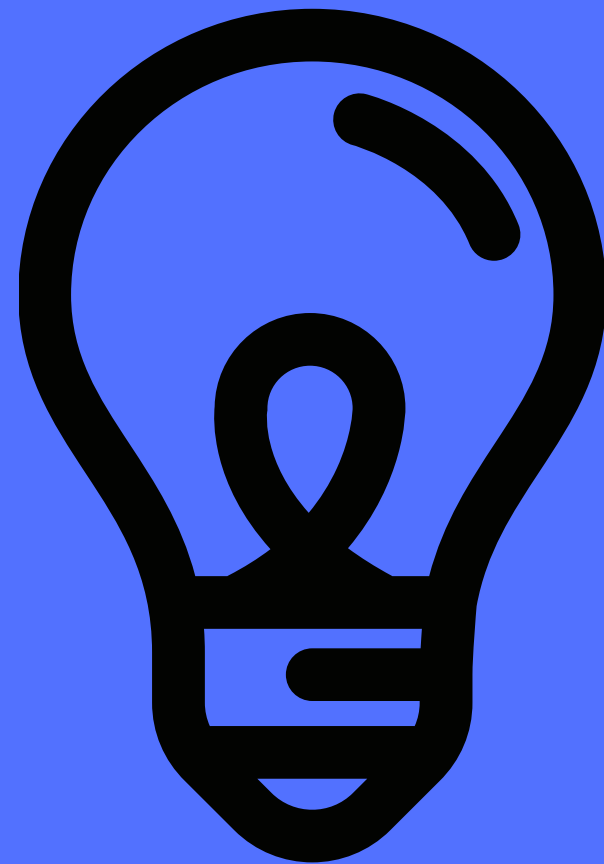
RESEARCH DONORS

- Capacity
- Philanthropic nature
- Interest in your cause



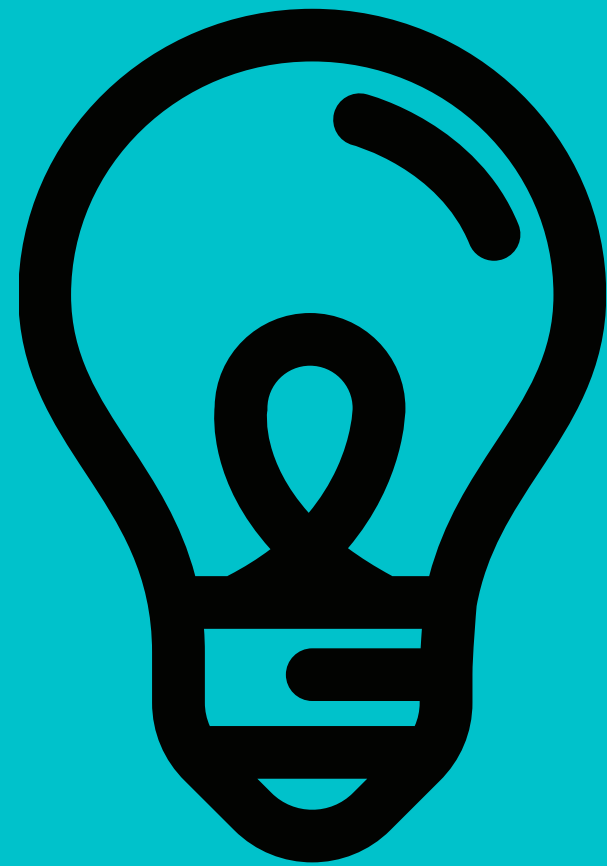
ENGAGE DONORS

- Get to know them
- Ask powerful questions
- Show and tell



ASK DONORS

- Reason (need)
- Time Frame
- Clarity
- Graciousness
- Willingness to take a no



LOVE DONORS

- Thank, thank, thank
- Nurture with ongoing information
- Invite them to participate
- Ask for their opinion/expertise

NWA GIVES - APRIL 8, 2021



Questions?

WRITE ON FUNDRAISING

DEETS

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