

FUNDRAISING

How does this work?

It is the responsibility of each entering team to acquire their canned food.

OBTAINING THE FOOD:

Request food donation from a food manufacturer/distributor/grocer/wholesaler

Food Drive: Put together an employee food drive. If your firm protests that they don't have any money to purchase the food, argue that money spent buying tables for 8 or 10 persons at industry events would be better spent engendering firm camaraderie, building employee morale, giving juniors and interns a chance to shine, allowing employees to get to know one another in a different context, getting great media coverage and public relations all while performing a community service. That's a pretty good return for their donation.

Team Funding: Ask team members to pitch in by shopping for cans while buying groceries

Admin Staff: Ask your admin staff to help recruit donations, order food, etc.

Students can hold bake sales, car washes; get their parents firms to contribute, etc.

Recruit Corporate Sponsorships: Talk to your developers, you local ULI Chapter etc.

Recruit Contractors, Sub Contractors, Vendors: Ask for their help either with discounts or sponsorships.

Use the Internet!: Facebook, Twitter, Blogs, and several online platforms like

IndiGoGo.com are great ways to raise money for your team.

OBTAINING MATERIALS:

Contact local supply stores: Show companies photos, statistics, CAD drawings of what the materials will be used for.

Offer Ad Space: Gain sponsorship by offering AD space on your Display Board next to your structure.

10 FUNDRAISING TIPS:

1. **Asking for money is easier than it seems.** Most people shiver at the thought of soliciting someone for money. Relax. This should be a pleasant experience. Both you and your donor share a lot more in common than you would first think.
2. **You are not asking for money for yourself; you are asking for the organization.** Never think you need to apologize for asking for a gift. Rather, you are giving the donor an opportunity to participate in a high-grade investment.
3. **People won't give unless they are asked.** One of the biggest reasons people don't give is because they are not asked.
4. **Increased involvement leads to increased giving.** When talking to donors you should also encourage their attendance at events and their participation in related programs. Involving prospects with

the organization will lead to increased financial support.

5. **Recency-Frequency-Generosity: a marketing truism.** Your best donors are those who have given recently, give consistently and give generously. Continue to cultivate them; they are the easiest to upgrade. They are also your best ambassadors to assist in soliciting other donors.
6. **Direct, personal contact is the best form of solicitation.** A personal visit or a telephone call will ensure the most successful outcome.
7. **Aim high.** Ask for an amount that is high enough to challenge and flatter your prospect. Most people give from their income, and do not give more than they can afford.
8. **Guilt doesn't work.** The majority of donors resent the use of guilt tactics and are much more likely to give if you focus on matters that touch the heart. Show them how their gift can make a difference.
9. **Success lies in Courage, Enthusiasm, Patience, Persistence.** All successful negotiations consist of: mustering up the strength; providing a convincing presentation of the facts; allowing the time for both parties to verbalize their thoughts and to think about each other's points; and follow-up.
10. **You can never say "thank you" too often.** The secret of fundraising is to aim not only for the donor's first contribution but for future giving.