

Creating and Modifying Fundraising Appeals for Different Audiences

Some Things to Consider Before You Ask (adapted from Honor Native Land Tax)

**Inspired by this [resource](#) from Community Catalyst.*

- **WHO?** Use this context to identify the reasons an individual or group might have to give. What shared history do you hold? Are there power dynamics to consider before asking them to give? What do you know about them and why might they be interested in giving to the fundraising efforts?
- **HOW?** Brainstorm how you can best convey your message. Will you make a phone call, video chat, send an email or text, write a letter, or meet in person? In addition, while it's important to share widely, personalized asks are much more effective than copy-and-paste or group messages. What type of ask will allow for a meaningful connection over the fundraising effort? If you're using a template or script, make edits and additions that feel natural and reflect your own voice. See below for examples on different ways to ask.
- **WHAT?** Take time to learn more about the project and organizations you're fundraising for, as this will strengthen your ability to explain the importance of giving money to the project. People you ask may have questions. You don't have to have all the answers, but being familiar with your network's work and theory of change will help to guide your conversation.
- **WHY?** Think about the impact of your network. What projects and efforts will benefit from the money raised and why is that critically important? What values are guiding this work? What does giving represent? Why are YOU excited about participating? Connect the dots between what you know about the person or group you are asking and the specific ways they may feel called to participate. If you haven't already, consider writing this down to more deeply explore your personal reasons for making these asks.

Example: *Hi friend **(WHO)**, thanks for taking time to connect **(HOW)**. I wanted to share about a local fundraising effort I'm really excited about that's just launched. The {Network} is a project of the {organization} that aims to {mission} **(WHAT)**. Being a lifelong resident and someone committed to environmental stewardship **(WHO)**, it's clear you deeply value the landscapes and communities of {community}. I believe the best way we can protect this land is to directly support {network} efforts to recognize and heal the harms of the past while planning for a more just and equitable future **(WHY)**. I am committing to giving \$50 monthly, will you match my pledge?*

Making a Concrete Ask

No matter who you're asking, (successful) concrete asks will require some adaptation and personalization in a way that fits you and your relationships.

**The list below is adapted from the [Grassroots Institute for Fundraising Training \(GIFT\)](#).*

Intro & Connection	Who are you and what is your relationship to the organization? Share about the organization or specific project.
Context	Why is this work important now? What are some successes and challenges faced by this particular organization/project/community in this moment?
Crunch / Ask	Remind people of shared values and make an ask for a specific contribution amount or action, then wait for a response.
Catapult	Offer thanks for their time, take next steps to solidify plans to give, and get contact information if necessary for follow-up.
Follow-up	If you need to follow up with someone, make note of that and let them know when they can expect to hear from you (or another person in the organization) again.

Types of Asks:

**COVID-19 Disclaimer:* Please take safety practices and social distancing into account when planning any sort of in-person interactions and modify these suggestions in a way that feels comfortable for everyone involved.

One-on-One

One-on-ones are central to grassroots fundraising! What distinguishes a one-on-one from a regular conversation with someone are purpose and goals. Whereas the purpose of a regular conversation is often just connection, a one-on-one fosters connection over a shared purpose. They are a great way to share and listen deeply, which can lead to a greater commitment to the project. A huge part of

one-on-ones is active listening, which helps to uncover someone's personal motivations and hesitations.

One-on-ones are not only a way to fundraise, but also an opportunity to bring more folks into organizing for social change. While it's important to make a direct financial ask, keep in mind the long-term goals of creating accountable relationships, building sustainable movements, and strengthening systems of community care. Connecting to your network may be the first chance someone has had to engage in intentional anti-racism efforts, so it's important to remember the impact a warm welcome can have on someone's readiness to move forward.

It can be helpful to think about specific goals for each one on one based on what you know about the person, and these questions can help:

- In what issues did this person show interest?
- What skills/experience does this person have?
- What else do you know about this person that would get them excited to contribute to your network?

Think about how you might plan for these conversations and consider how you can create an environment where folks are able to focus. Timing is important! Be clear that you are asking for a one on one; give them a heads up that you plan to discuss a fundraising opportunity so they aren't caught off guard. Some potential options include:

- Phone call or video chat
- Coffee date
- Walk or hike
- Park meet-up
- Shared meal

Family Conversations

Our families (of both ancestry and choice!) can be a great resource for connecting over shared values and mutual accountability, and it creates an opportunity to enlist several people at once to participate in these conversations. Consider your own family dynamic and determine if family gatherings, birthdays, or holidays might be an appropriate time to gather support for the project. Families might commit to participating in the project together or contribute as a group to reach a set contribution amount. Family relationships can be complicated, so remember to take care of yourself and know that you can always pause and revisit the conversation or ask in the future.

House Parties

Fundraising can be FUN; people love to gather around food, music, and connection. Excitement and motivation from being in a group setting can inspire people to have important conversations, ask meaningful questions, and commit to participating. Goal-setting is one way to turn a social gathering into a successful fundraising event. Let folks know why they're invited, what your goals are (in specific #s), and pump each other up. Recognize that everyone has different limits/abilities and that being together in a shared space discussing your network is meaningful, regardless of the commitments made! Incorporating activities that connect guests to both the land and the intention of the project can create an atmosphere of reflection and purpose. Remember to send reminders and a brief overview of the house party's intention so folks are informed.

*In the time of COVID-19, we understand that parties and gatherings are not happening as usual. Apply and adjust the above as needed, see the "Virtual Gatherings" note below as an alternative, and stay safe!

Virtual Gatherings

Get creative with your idea of a "party" and schedule a gathering online! There are various video conferencing services, such as Zoom, Google Meet, and Skype that allow folks to see and hear each other from across town, or the world! Virtual gatherings can be both informational and enjoyable. You can screen share and view presentations, videos, or websites. Are there any events, talks, documentaries, or podcasts you can use to host a virtual watch party? You might host a virtual dance-a-thon, raising money to meet a goal or taking song requests from folks who commit to monthly giving amounts. Think about ways you can encourage engagement from guests, creating opportunities for one-on-one or smaller group discussions, utilizing the chat function, or group sharing. One thing to keep in mind: online events often require ample patience and humility in dealing with technological challenges that are out of our control. Flexibility and humor are key!

Business/Organization/School Outreach

Another way to make a big impact is by asking local businesses, organizations, and schools to contribute to a monthly or yearly tax. If you have a personal connection to these places (ie. frequent shopper, community member, alumni/teacher/parent), there's a greater likelihood you can connect with someone in a decision-making capacity to have a conversation about participating in the land tax. Use your voice as a patron, staff member or community member to invite different groups into intentional action supporting indigenous liberation. Consider how you might make an ask or start the conversation amongst decision-makers.

Appendix of Written Appeals

1:1

Dear {first name}:

I hope this email finds you well in these challenging times. I have been thinking a lot about our {history or shared experience}.

I cherish my involvement in the last decade you {provide context here}. As you may know, We have been pivoting our work at {your network} to concentrate on building our base and making the most of the opportunity to {x,y,z}.. We have been building a robust political education program and a strong local community based field program.

I know you have already done so much for {topic} that it hardly seems reasonable to reach out to let you know about our request for emergency funds (attached). But in order to help us push our work forward in such an important moment, I am wondering if you would consider a contribution for {x,y,z}. We are still in urgent need of \$75,000 and if you would consider a non tax deductible gift to our C4 (and if not to our tax deductible C3 for education work) we would be extremely grateful.

We deeply appreciate your work in creating a more {connect to mission}. Happy to jump on the phone if you want to talk any of this through.

We look forward to hearing from you.

Warmly,

Funder Briefing

Dear _____,

We hope this finds you well. We are cordially inviting you to a time-sensitive conversation on {date} hosted by the leadership of the {Network}. The meeting will take place at 9:30am on Tuesday, March 26th at {address}.

As you know in 2017, {some context about the network's achievements}.

{Network} is one of the most effective {description of organization}, with a track record of {add brief victories here}. We have engaged hundreds people across our community who helped to usher in {more info here}.

{Network} has blossomed into a flourishing group of {description of base} across the region who are working together to create a new future for this country—one where we are all free, equal, and safe. Over the past three years, we have done {x,y,z thing} and we are just getting started.

So much has happened for our network in such a short period of time. We are in an inflection moment in our organization and are facing some opportunities and challenges that we would like to discuss with you. We see the {network} as a reflection of the rest of the movement, and we believe that the success of our organization reflects the strength and power of the movement at a pivotal moment for our country. We would love your feedback and support to not just resist, but to advance our work to 2020 and beyond.

We hope you are available to attend. If there are other program officers from your foundation that you would like us to invite please provide us their contact information. We see you as thought partners and look forward to speaking with you about how to sustain the work of the {Network} for the long haul.

Sincerely,

Email Solicitation (small dollar)

{{ FirstName | default: "Friend" }},

This is the test of our movement power. This is the moment when we prove that women are a united force to be reckoned with, and that we don't back down.

We've made sure that the Senate hasn't had a moment of peace since they started the confirmation process for Brett Kavanaugh. Donate \$10 today to help us keep bringing women to D.C. to protest these hearings and stand with survivors.

We're taking bold action to keep another abuser off the Supreme Court. Today, over 50 women peacefully protested putting abusers in power. With our hands cuffed and our heads held high, we chanted:

We believe Anita Hill! We believe Christine Ford!

27 years ago, we couldn't keep an abuser off the court. Two years ago, we couldn't keep an abuser out of office. To #CancelKavanaugh, we have to be relentless. Donate \$10 today to help us stop the cycle that keeps these men in power.

We're showing the men in power that if they continue to ignore women's voices, women will disobey. We have to keep showing up in numbers too great to dismiss. We have to keep showing up too frequently to forget about. We have to keep showing up too loudly to silence.

We can't keep going without you.

In community,

Public Narrative Version, Email Solicitation

{{ FirstName | default: "Friend" }},



On January 21, 2017, I marched in Washington, D.C., with one of my closest friends and her family. That's how so many of us joined this movement: With friends and loved ones or marching with strangers. We marched for different reasons, in different places. But we all emerged as a community. Nearly two years later, I'm proud to be one of many members of that community: the Women's March Network.

This Giving Tuesday, invest in women leading us into the future you marched for. Make a \$15 monthly donation to today.

Women's March began as the largest single-day protest in U.S. history, but that was just the first step. That was your march, this is your movement, and this is our moment. And you've done incredible things over the past year and a half, {{ FirstName | default: "Friend" }}:



Photographers, from left to right, top to bottom: Alex Arbuckle, Stephanie Keith, Lauryn Gutierrez, Ginny Suss, Indivisible Cleveland, Kyle O'Leary, David Moriya, Kisha Bari, Ali Lapetina, Shannon Stapleton, Astrid Riecken, Drew Angerer

In the coming year, I'm honored to be leading the rollout of the Women's March Network's new 2019 programmatic initiatives, including the Women's Agenda — a policy platform based on the Unity Principles we marched for — and online advocacy work to defend our democracy and fight hate.

5,000 people have become members of the Network in the past two months alone! Will you give \$15 monthly and match their commitment today?

Our movement is as strong as we make it. With the power of us, {{ FirstName | default: "Friend" }}, I don't just believe we'll win. I know we will.

In service