



PO Box 40767  
Upper Hutt  
Tel 04 528 0742  
Fax 04 528 2588  
www.foresee.co.nz

## The Fundraisers' Cheat Sheet

### **10 Simple Fundraising Rules that, if followed, will make you look like a fundraising Pro!!**

1. Make lots and lots of friends, contacts and networks and share your passion for your cause. At this stage you don't even have to ask them for money, because your passion will shine through and they'll support you! If you don't have a big network to start with, create one through social networking on the internet. Talk to anyone who has a connection your organisation, from clients through to suppliers. Put them on a list and treat them like friends.
2. Make the first donation yourself. Then you will understand the power of generosity and how good it makes you feel. You'll never worry about asking people ever again!
3. Thank, thank, thank your donors, supporters and volunteers, your funders and sponsors.
4. If in doubt on anything, simply ask. Ask potential donors, ask existing volunteers, ask board members, ask funders, ask grant makers, ask other fundraisers. The most powerful fundraisers are those who say "let me find out...". All it takes is a phone call or face to face meeting.
5. Ask Foresee Communications for anything you may need. We have resources, case studies, examples, stories, training, coaching and creative ideas.
6. Create a good story about your organisation. You may use this story for grant applications or you may use it when you talk face to face with potential funders or sponsors. Script it out, practise it, repeat it until it's second nature. Make it personal and emotional. It's usually the story you repeat after someone asks you about the mission and vision of the organisation. Make it sound urgent and pressing. The challenge is right now "because if we don't action this now, people will have to go without".

7. Never presume that someone can't afford to make a donation. The joy is in the giving, not in the amount. The dollar from the person who can least afford it is much more valuable than the dollar from the person who could easily have given you \$100. But you're going to say thank you to both of them anyway.
8. Be accountable, up front and honest at all times. Use emotion to appeal to a donor but stay true to the facts and the statistics.
9. Be knowledgeable, do your homework but take freebies where possible. It isn't necessary to reinvent the wheel, just to know where to go for help. Find the right websites such as [fundview.org.nz](http://fundview.org.nz), [philanthropy.org.nz](http://philanthropy.org.nz), [foresee.co.nz](http://foresee.co.nz). Subscribe to resource publications like *Fundraising New Zealand* and *Sponsorship Profile* and you'll soon learn that every fundraiser had to start somewhere and that you are starting right now!
10. Continue to be the caring, sharing, generous person you obviously are and your spirit of generosity will come back to you in spades.