

## In the wake of the US Terror Attack

September 11, 2001 is a day that will remain fixed in the minds of millions across the globe who watched in horror and disbelief as live footage of the hi-jacked jets crashing into New York's World Trade Centre, replayed again and again on their television screens.

What followed was perhaps even more alarming. Swift retaliation from the United States and Britain, with the decision to bomb Taliban strongholds in Afghanistan, in an attempt to assassinate terrorist master-mind, Osama Bin Laden; haunting images of starving Afghan refugees, fleeing in terror; an upsurge of anti-American sentiment sweeping through the Islamic nations; and the threat of

germ warfare in the form of anthrax-contaminated mail.

Yet, amid all this fear, heartbreak and uncertainty, the spirit of philanthropy – that uncrushable human desire to help others in

trouble – has shone like a beacon of hope.

Within a few weeks of the tragedy, 70% of Americans had already volunteered their time, given blood or donated money – over \$1 billion – to help victims of the attack. At the same time, relief agencies such as UNICEF, the Red Cross, the United Nations High Commission for Refugees (UNHCR) and Crescent of Hope SA were busy raising funds for food, tents, medical supplies and water purification kits for Afghanistan.

But what effect will this generous outpouring have on other non-profits, not directly involved in the relief and rebuilding efforts? According to a recent poll, three in four donors say they still plan to give as much or more to other charities as they usually do.

It seems that as needs increase, so does our capacity to give. The greater the crisis, the more we are inspired to stretch our giving in order to alleviate it.

In a world plagued by international terrorism, hatred, pain and suffering, there are still so many people who believe it is possible to heal the injustices with love, and who are prepared to put the needs of mankind above their own. ■



Unforgettable image: smoke from the destroyed World Trade Centre rises over Manhattan, nearly blocking out the sun.

## Uniting the World of Fundraising

*This was the slogan adopted by the 21st International Fundraising Congress, which took place in October at the Leeuwenborst Conference centre in Noordwijk outside Amsterdam. Jenni McLeod was there ...*

This year some 720 delegates from 55 countries converged on Noordwijk for what proved to be an exceptional conference. Particularly in the aftermath of the US disaster at the Trade Centre in New York and the Pentagon in Washington, fundraisers universally have realised that they play a pivotal role in the survival process of the not-for-profit sector – not only in the US but world-wide.

For the first time South Africa was well represented with ten delegates and our South African Institute of Fundraising's National President chaired one of the sessions. Ann Bown was joined by Steve Thomas (Canada), Tim Matthews (Australia), Marcelo Iöarra Iraegui (Argentina) and Stephen Pigeon and Derek Humpries from the UK to debate whether 'Direct Mail, as a medium for recruiting

donations, is about to die!'. There was lively debate between the presenters and the floor and the final vote proved unequivocally that there is a future for direct mail fundraising.

The programme for the congress was extensive – giving coverage to all media used in fundraising. From Events to approaches to Corporates/Trust/Foundation, Major Gift Solicitation, Capital Campaign methodology, direct mail, how to solicit EU and Northern Hemisphere funds, bequest promotion and fundraising via the Internet.

Back a decade, e-philanthropy was seen to be potentially the saviour for many small not-for-profit organisations as the anticipated costs were negligible and the potential rewards

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# Five fears that keep you from asking

**M**y favourite quotation, after nearly 40 years in this fundraising business, is the one that goes: *'Money is not given; it has to be raised. Money is not offered; it has to be asked for. Money does not 'come in'; it must be 'gone after'.*

Nothing could be closer to the truth, for fundraising is often a numbers game and the more 'asks' you make, the more success you're likely to achieve.

Unfortunately, asking for money is something that often creates fear and trembling in the most successful and confident business person. Yet it is one of the easiest things to learn and, once mastered, it can be one of the most satisfying and rewarding tasks in fundraising.

So why are people fearful of asking?

Firstly, they see it as begging. Yet begging is when you are holding out your hand and asking for something for yourself, and not for a worthy cause or project that will benefit so many others.

Then there is the fear of rejection. Sure you are going to encounter potential donors who say 'no'. But if you listen carefully and give them the opportunity to tell you why they are refusing to help, you will learn a lot and you will often be able to come back with something that they are willing to support.

The third fear is the one of being asked by the potential donor (especially if he or she is a peer group business person or colleague), 'What have *you* done for the cause?' The simple answer to this one is: make sure that you have set an example and made your own monetary contribution before you go out asking. And don't rely on the fact that you have given your time. Remember the old trio of 'Time, Talent and Treasure' – if you are committed to the cause, be it as a volunteer committee member or a Board Member – you should be prepared to give your time, your expertise *and* your financial support, as an example to others who may not be as close as you are to the organisation.

Fear number four is mentioning the amount of money you are seeking. Once you have made a convincing case for your organisation and its goals, and you have identified an interest from the prospective donor, the next logical question in his or her mind is, 'How much should I give?' And the danger here is to mention an amount which is not too small or too large. Your research should

have told you what amounts your prospective donor has given previously to your and other causes, and this should guide your 'ask'.

The wording you use is the clue to dispelling the fear of this asking situation. Try saying something like, 'We hoped that you might consider a gift of R...', then wait for a reaction and be ready to offer the option of a gift spread over 3, 4 or 5 years, if your prospective donor indicates that the amount is too much for a once-off donation. Be ready, too, to talk about tax deductibility of donations (if this is applicable). And remember that it's always better to pitch your ask at a higher rather than lower level. The prospective donor is often flattered that you considered them capable of making a commitment at the higher level – and you can always come *down* in the amount you request, whilst you can never go up.

Finally, there is the fear of silence. In any asking situation there is a point when it is imperative that you sit still and keep your mouth firmly closed – and that is the moment after you have made the 'ask'. As your prospective donor is considering what you have just asked them for, you should not say one more word. No matter how much you feel

compelled to fill the often awkward silence, keep absolutely quiet. The temptation is to rush into the gap with phrases like, 'Of course, if that's too much you can always give less...' or, 'I know business

is tough at the moment, so anything you can contribute will help' – anything to fill the void of silence. But don't do it! Resist the temptation and you so often will have the pleasant surprise of a 'yes' answer or, at worst, a qualified 'yes.'

So use these simple rules to overcome your fears and you'll not only reap the benefits of greater income for your cause, but you'll also begin to realise the satisfaction of seeing the pleasure and rewards of giving on the faces of your donors.

At this time of year when thoughts turn to the giving and receiving of presents, and with the world still in the turmoil which followed the awful events of September 11th, I'm reminded of the quotation by former US President Calvin Coolidge: 'Christmas is not a time or a season, but a state of mind. To cherish peace and goodwill, to be plenteous in mercy, is to have the real spirit of Christmas.'

May you, your colleagues, your family and friends enjoy a peaceful and relaxed holiday season and the joys of fearless fundraising in 2002. ■



*Terry A Murray is Founder and former Chairman of Downes Murray International and President of DVA Navion in South Africa.*

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***'... set an example and make your own monetary contribution before you go out asking ...'***

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# Milestone Thinking

*On-Target Observations in brief*

## Before you jump into a special event ...

Examine how it will fit into the total development plan. Estimate how much money will be generated by the special event to determine where on the list of priorities it should be placed.

Compare events' labour-intensiveness with potential for return, particularly when compared to other fundraising priorities, such as direct mail, face-to-face calls, telesolicitation, etc. You need to know the cost in time, energy and money.

*With acknowledgement to  
Successful Fund Raising  
September 2001*

## Inspirational Corner

The war correspondent, newly arrived in China in the early days of World War II, was visiting a primitive Chinese field hospital. Inside the shed-like structure, he was sickened by the dirt, the blood, the moans of the wounded, and the stench of the dead and dying.

Heading for the door to get a breath of fresh air, he saw a young nun kneeling beside the filthy mat of a soldier, gently swabbing his gangrenous leg. A wave of revulsion swept over him and he said, 'Sister, I wouldn't do that for a million dollars.'

The nun looked up from her work. 'Neither would I,' she said.

## 5 reasons to offer a monthly giving option ...

- It's an easy way to get donors to give more than they would otherwise.
- They remain donors until they ask you to stop.
- Fewer appeal letters are required, saving on mailing costs.
- It's a great way to get young people, especially young volunteers, to give.
- It boosts your organisation's operating income during down giving months.

*With acknowledgement to  
Successful Fund Raising  
August 2001*

## Those who make things happen

The next time you're in a meeting, look around and identify the yes-butters, the don't-knowers and why-notters. Why-notters move the world.

*Louise Pierson*



## Face of a soldier

**B**ehind the watery eyes, the papery thin skin and the trembling mouth, lies a man who was once strong and fit and invincible; a soldier who fought at Gallipoli under General Smuts – until he was captured and taken prisoner of war by the Germans.

George recalls those days in minute detail, but nowadays there are few who have the time or the inclination to listen. Most of the time he simply sits, lost in silent memories, in his chair at John Dunn House, an old age home run by the Association for the Aged (TAFTA).

George is just one of many kinless, frail and poverty-stricken old folk who rely on TAFTA for a safe place to live, nourishing food to eat, caring hands to lean on and cheerful human contact – all made possible by the generosity of TAFTA supporters.

This festive season, these wonderful people will again also make it possible for over a thousand pensioners to enjoy a traditional lunch of turkey, ham and Christmas pudding.

**(Readers are invited to submit photographs, together with a brief overview of their organisation's work, for inclusion in this regular feature).** ■

*When you are frail and elderly, with very little money and nowhere to go, TAFTA makes it possible to live your final years in dignity and safety.*

## FUNDRAISING FORUM

Fundraising Forum is a regular newsletter dedicated to the enhancement of management, fundraising techniques and the promotion of community service, welfare and not-for-profit organisations of all kinds.

It is published by Downes, Murray International and circulated, free of charge, to anyone with an interest in the growth and improvement of the non-profit sector and those served by it.

In addition to regular features written by DMI staff, there are extracts from worldwide fundraising publications which are reprinted with acknowledgement to the publishers.

We welcome submissions for publication from all writers involved in not-for-profit work.

# Listen and learn

*After making a solicitation, a lot can be gained by listening to a donor's questions. Robert G. Swanson suggests that you do not simply answer the question, but consider why they asked it in the first place.*



**Q**uestions can be rich with meaning. Poll solicitors as they return from solicitations and compile a list of the questions they encounter. Find out which ones they stumbled over and why. Make sure other solicitors have those answers in hand before sending them out the next time. Get back to the donor on any questions that were not answered or answered only vaguely. Keep the relationship fresh by removing doubt and confusion. The answers are important, but the questions are priceless. Here are some of the most asked questions:

1. ***'What do you mean, 'Given over a period of years'?'***

This shows interest. Talk about the various giving tools. Does the organisation have a gift-acceptance committee establishing policy? Solicitors should know the giving options before they meet with prospects.

2. ***'How far have you gotten in this campaign?'***

They want to hear more. They are determining the viability of the campaign. Some people enjoy getting in at the beginning of the game. Others want to make sure it will be a success before they jump on board. Try to get an impression of the donor's particular bend.

3. ***'Are you really going to make it?'***

They smell risk and only want to be connected with winners. Offer as much supportive information as possible. 'Are the board members giving?', 'Any foundation money or grants on the horizon?' Again, the solicitor should have a current report on the campaign's progress. That way the answer will feel legitimate and not like political spin.

4. ***'Why are you asking me?'***

Make sure that the answer is more than, 'Because you have money.' Why were they



identified? What does the donor consider important? What cause does the donor value that the organisation is advancing? What is the connection?

5. ***'What about Dick and Jane? Have they made a gift?'***

Try to discern the question behind the question. The donor could be asking about peers because they want them involved in the process. If people they know and respect have joined in, they assume things are in order. But be aware. This may mean that the donor would rather avoid involvement with a specific person in the organisation or they are simply wanting information for social purposes. Be a savvy solicitor.

6. ***'Who is going to manage all of this money?'***

This question is often asked when endowments are included. The solicitor and the organisation should be very clear about the endowment's oversight. The non-profit may benefit from a board of trustees and certainly needs an investment and funds guideline policy.

7. ***'Are you willing to accept less money than that?'***

This is a difficult question because the simple answer is, 'Yes.' At the same time the more accurate answer is, 'But we sure would hate to. We won't reach our goal if we don't receive certain size gifts.' Instead, the solicitor can clarify the importance of larger gifts and describe the positive influence that it has on other donors. The good news with this question is that they are interested in giving.

8. ***'How much of my gift will actually go to the project?'***

The donor wants to know that the bulk of their gift will go directly to advancing the work. This is really a stewardship issue. Donors realise that non-profits must take an administrative cut. They want to know how much it is and they want to make sure the figure is not flexible. The organisation must define its gift-acceptance policy and stick with it.

9. ***'Who is in charge of the organisation?'***

The donor is asking for names. One reason for a campaign steering committee, in addition to the board of directors, is to build a network for public relations. This is the right time for name-dropping. Better known, better funded. ■

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*With acknowledgement to  
Fund Raising  
Management  
May 2001.*

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# There's no such thing as 'Bad' charity

In discussing with students the nature of charity in the United States, I suggested that there are two kinds: Alms to the poor that make us feel good but do little to relieve suffering, and strategic philanthropic investment that encourages individuals and communities to empower themselves and challenge and reform the structures that cause them to be poor. My point was that the first kind of charity is bad, the second kind is good.

That is, of course, a ridiculously pared-down version of a complex issue.

When I was a Peace Corps volunteer in the West African republic of Niger, one of the world's poorest countries, I lived in a small village in the bush, but periodically I would ride my government-issue, cherry-red motorcycle into the capital to do errands, stopping at the bank, post office, and street market.

At each of these stops a crowd of beggars, many of them grievously crippled, would limp, wheel, and skitter toward me yelling, '*C'est moi e gardien!*' They wanted to 'guard' my motorcycle while I did my errands, with the understanding that the appointed '*gardien*' would collect a small payment when my shopping was complete.

I was appalled by the commotion that the beggars caused. Giving them money, I thought, would do little good beyond furnishing them with their next meal. I could accomplish far more by using my money and energy to build wells, start vegetable gardens, and stock local schools with materials. I should focus on attacking the causes of poverty. Besides, from the perspective of an American, all that street begging was downright unseemly.

I solved my problem with the beggars by establishing a sort of business relationship with one or two at each of my stops.

## Charity is too complex for simplistic labels

Over time, I developed an understanding that the beggars and I were playing our appropriate roles. They were needy, and it was right that they should be asking for money. From their perspective, I was ridiculously wealthy. It therefore was my legitimate role to respond to their requests generously.

After a bit more than two years in Niger, I returned to the United States, went to law school, married, had children, and bought a house. I did not often think of my *gardien* friends, though occasionally the sight of a red motorcycle or a man in a wheelchair would bring them to mind.

Then, earlier this year, I received a grant to return to Niger for a month to study African law.

On my last afternoon in the country, I visited one of the capital's tourist markets to buy gifts for friends and family. I walked slowly down a dirt lane lined with tin-shed 'boutiques', poking my head into each to view the wares. It took an hour or so of shopping and fierce bargaining to fill my bag with trinkets. I was heading for a taxi stand when a man across the road hailed me.

'My friend, you have not yet looked in my shop. Please come and see.' I was about to decline, but when I glanced over I saw that he was in a wheelchair. For some reason – pity, curiosity, the faint memory that handicapped people in Niger are known for their excellent artisanship – I trotted across the lane.

In the man's shed I saw some well-made, brightly coloured leather key chains. 'How much?' I asked him. I did not look directly at him, partly because I was trying to convey indifference and thereby establish my bargaining position and partly because he was still out on the lane in his wheelchair. He replied, 'How much will you give me for them?' This is a typical opening gambit by West African merchants dealing with tourists. I countered by naming a price that was too low by at least half.

'Okay,' he replied, 'and pick out another one as a gift from me.'

Jolted out of my adversarial posturing by this unusual generosity, I looked directly at him for the first time. What I saw was a sweet, bright, and faintly familiar smile.

Fourteen years earlier, he had been my regular *gardien* at the post office. Now he was a prosperous merchant dressed in expensive robes and an 'el hajji' scarf worn by Muslims who have made the pilgrimage to Mecca.

After exchanging customary greetings, I asked him somewhat abruptly, 'How did you become such a big man?' He spread his arms and craned his neck forward, as if to indicate 'Isn't it obvious?'

'I saved the money people gave me at the post office, and when I had enough, I started my own business,' he said.

That is where the story ends, at least for now. And if I am able to work it into my Nonprofit Law class next year, what point will it illustrate? Maybe that labeling any kind of charity as 'bad' is silly. Maybe that trying to distinguish between alms and empowerment is impossible: I gave alms to my *gardien* friends, but at least one of them used the money to empower himself. ■



... according to this thought-provoking story, told by Thomas A. Kelley, a clinical associate professor in the law school at the University of North Carolina.

With acknowledgement to  
The Chronicle of  
Philanthropy Aug 2001

# Fundraising letters: one size won't fit all

*Mal Warwick suggests that when you set out to write a fundraising letter, you make sure you know precisely to whom you're writing and why – and be certain your letter makes that point just as clear to them as it is to you.*



Mal Warwick

**F**undraising letters are of many different types, serving a broad variety of ends and thus involving a great many different marketing concepts. To write an effective appeal, you must first determine the target audience and specific purpose you want to serve:

- Are you writing to people who have never before supported your organisation, asking them to join? That's an acquisition (or prospect) letter.
- Is your letter to be mailed to new members or donors, welcoming them to your organisation? I call that a welcome package; others may describe it as a welcome packet or kit, or even a new-donor acknowledgment.
- Are you writing to previous donors, appealing for additional gifts for some special purpose? That's a special appeal.
- Are you writing to proven donors at the end of the year? That's a year-end appeal.
- Are you writing to some of your most generous donors, seeking large gifts? I refer to an appeal of that sort as a high-dollar letter.
- Is the specific purpose of your letter to induce previous donors to increase their support? If so, you're writing an upgrade appeal.
- Are you writing to your new and regular supporters to ask them to renew this year's annual gift or membership dues? Then you're writing a renewal.

But in spite of such great variety in fundraising letters, the most productive fundraising appeals I've read share six qualities:

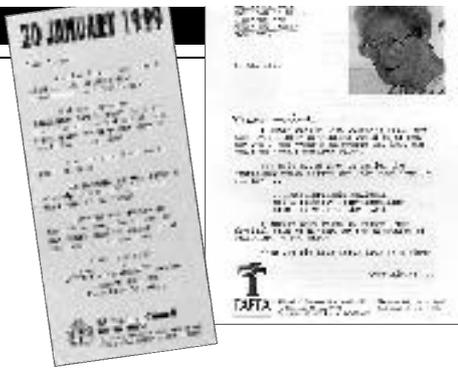
1. **Clarity.** There's no doubt or ambiguity about the writer's intent or what the reader is asked to do. The message is delivered in unmistakably clear and simple terms that rule out guesswork. Early on, the reader gets the point of the appeal, and that point never wavers throughout the package.
2. **Cohesiveness.** Every component of the package works with every other to reinforce the message. If the message is complex – as, for example, in an appeal that combines a petition with a request for money – the close connection between the two is absolutely clear. The message isn't mixed. This means, for example, that an appeal for funds shouldn't be muddled by including a catalogue or a flier that offers merchandise for sale or an update on a project discussed in an earlier appeal.
3. **Authenticity.** From beginning to end, the appeal is credible. The style and approach

of the letter fit smoothly with what readers are likely to know about the signer, and the text includes enough revealing personal information to drive home that fit. Similarly, the nature of the appeal fits smoothly with what readers know about the organisation and its work. In short, it's natural for this signer and this non-profit to be sending this particular appeal.

4. **Ease of response.** The appeal contains everything the reader might need to respond without a moment's delay after reviewing the appeal. At a minimum, the package includes a clearly marked response device and a preaddressed response envelope, and there's no doubt that these two items are included exclusively for the purpose of responding to the appeal. In direct mail, the fundraiser's job is to make it easy for the reader to respond. Experience shows that if it's not easy, the recipient is likely to set the appeal aside and never respond at all.
5. **Appropriateness.** The message is calculated to be of interest to the intended reader, and the appeal requests assistance of a sort that the reader might naturally be assumed to be able to provide. For example, I might write an extraordinarily interesting letter about the cuisine of Kyrgyzstan, but I would be unlikely to generate much response to my appeal unless I were writing to people with either a demonstrated interest in exotic cuisine, or a fascination with Kyrgyzstan, or, even less likely, both. In other words, it's always important to write to the audience.
6. **Engaging copy.** There's something inherently intriguing about this appeal in the story it tells, the character of the request (or offer) it makes, or the language in which it's written. It's interesting and holds the reader's attention. Sometimes this can be accomplished with a clever outer envelope teaser (which is appropriately followed through inside the package). Sometimes a fascinating personal story about a recipient of the agency's help connects with the reader on a deeply emotional level. Sometimes a writer's style is so fresh and compelling that the reader is inexorably drawn through the copy. Whatever it is, something catches the reader's attention – and holds it.

From a mechanical perspective, however, the only things common to all appeals are an offer (or proposition) that incorporates the ask,

*Continued on page 7*



# Help 'sybunts' become regular contributors

**T**ime spent to make regular donors of this group is probably more cost- and time-effective than simply trying to acquire new donors each year, so it makes sense to have a plan for converting them into regular contributors.

Include these and other ideas as methods for helping them establish a regular habit of giving to your organisation:

- Identify all your irregular donors, including the dates of their most recent gifts and the appeals to which they responded (i.e. direct mail, telesolicitation, etc.).
- Categorise those names by the amounts that were given by each donor, then devise a plan to approach each category of names. Example: Those who gave \$500 or more receive a personal call. Those who gave

\$1000 or more receive a personal visit, if possible or a phone call at minimum. Those who contributed \$100 or less receive up to a series of three personalised direct mail appeals.

- Provide a variety of gift opportunities that will appeal to donors' interests. In reviewing your list of sybunt donors, you might discover that they have only given when their gift was directed to a particular project or programme. Rather than asking this group for unrestricted gifts, provide them with much more personalised giving choices.

You may discover, after identifying all sybunts from your database for the past three to five years, that this pool of sometimes contributors represents a tremendous potential for yearly support of your cause. ■

*What are you doing to actively convert 'sybunts' – those who give some years but not this year – into habitual donors?*

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*With acknowledgement to  
Successful Fund Raising  
August 2001*

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## Fundraising letters

*(Continued from previous page)*

if any, as well as the benefits to the donor, and the case, which is the argument that justifies the offer and spells out the benefits. If the appeal is framed as a letter, as are almost all successful fundraising efforts, it's likely to include a salutation and signature that clarify the relationship between the letter signer and the person to whom the letter is addressed, a lead that starts off the letter, a close that ends it, a P.S., and a response device (or reply device) that the donor may use to return a gift. That's about it.

Many fundraisers relate these elements to a formula, insisting there's a standard structure or sequence a writer may follow in constructing an appeal. I disagree. To understand how to write successful fundraising letters, you must study appeals that have worked well, determine what made them successful – and then put them aside and focus on your own donors and your own organisation. Your fundraising letters will be successful only if they reflect what's unique about your organisation and uniquely attractive to your donors.

This article is an excerpt from the revised edition of *How to Write Successful Fundraising Letters* by Mal Warwick. For more information about the book, contact Jossey-Bass, 350 Sansome Street, Fifth Floor, San Francisco, CA 94104-1342. Tel.: (415) 433-17440.

web site: [www.josseybass.com](http://www.josseybass.com) ■

## *“Reprinted with Acknowledgement to ...”*

**F**undraising Forum prides itself on keeping South African fundraisers right up-to-date with developing attitudes, trends and techniques, both here and overseas. Among those international publications regularly quoted and highly recommended are:

- The Grassroots Fundraising Journal, P O Box 11607, Berkeley, CA 94701 (6 issues – one year at \$39), email: [chardon@chardonpress.com](mailto:chardon@chardonpress.com) website: [www.chardonpress.com](http://www.chardonpress.com)
- The NonProfit Times, 190 Tamarack Circle, Skillman, NJ08558 (\$129 per annum) website: [www.nptimes.com](http://www.nptimes.com)
- National Fund Raiser, published by Barnes Associates, 603 Douglas Boulevard, Roseville, CA 95678-3244 (\$125 per annum)
- The Chronicle of Philanthropy, P O Box 1989, Marion, Ohio, 4335-1989 (24 issues – one year at \$95) <http://philanthropy.com>
- Fundraising Management, 224 Seventh Street, Garden City, Long Island, NY 11530-5771 (\$98 per annum)
- Professional Fundraising, 39 – 41 North Road, London, N7 9DP (12 issues per annum at £84)
- Successful Fundraising, PO Box 4528, Sioux City, Iowa, 51104 (12 issues per annum \$120)
- Successful Direct Mail and Telephone Fundraising, 2550 Ninth Street, Suite 1040, Berkeley, CA 94710-2516 (6 issues per annum \$119)

# Basic truths of fundraising

If your fundraising efforts have been less than successful, perhaps you need to recap on these basic truths.

- **Organisations are not entitled to support; they must earn it.** Whatever good works an organisation does, it must prove to its supporters the value of those works to the community and the efficiency with which the organisation delivers them.
- **Fundraising is not raising money - it is raising friends.** People who do not like you will not give to you. People who do not know your organisation will give little at best. Raise friends and you will raise money.
- **You do not raise money by begging.** You raise money by selling people on your organisation. No matter how good, valuable or efficient your organisation may be, people will not give money unless they are convinced to do so.
- **People do not just reach for their cheque books.** They have to be asked to give. People with money are accustomed to being asked for it. The worst thing they can do is say no.

- **Don't wait for the 'right' moment to ask - ask now.** Once you have presented your case, ask for the money. Either close the sale, find out what the objection to giving is and overcome it, or get your turndown and move on.
- **Successful fundraising officers do not ask for money.** They get others to ask for it. It is the officer's job to design and manage the campaign. The request to give should come from a volunteer within the prospect's peer group.
- **Treat prospects and donors as you would customers in a business.** No successful business treats customers as if they had an obligation to buy. Prospects and donors must be told how important they are and treated with courtesy and respect. ■

Adapted from *It's a great day to fundraise!* by Tony Poderis.

With acknowledgement to  
Successful Fund Raising  
July 2001

## Uniting the World of Fundraising *(Continued from front page)*

meaningful. Fundraisers also thought that the Web would be a way of recruiting younger donors – those too busy to read letters. There is much merit in this reasoning but things have not taken off as expected – although in the aftermath of the 11th September terrorist attacks in the US, philanthropists pledged over \$100 million to the American Red Cross and other humanitarian organisations helping the victims and their families – all via the internet.

As horrific as this event was, perhaps it was the catalyst necessary to get people to

trust Internet pledges. Until now, one of the most serious drawbacks was doubt about the security of banking details. Perhaps the web-responders to the call for support after the 11th September disaster might now be reassured that giving over the Internet is secure.

The on-line giving lectures were very interesting but for the balance of the topics it was reassuring to hear that there is very little that is new to South Africa. In Capital or Major Gift fundraising we are very knowledgeable about what works in our local environment and we are also right up with the best in direct mail and bequest promotion, in fact, we could show them a thing or two in both the latter fields. It is just not expected that South Africa could be a leader – we don't promote ourselves much on the international stage.

For any fundraiser contemplating attending an international conference you would be well advised to try the International Fundraising Congress held each year in the Netherlands. The scope of topics is comprehensive and you can make as much as possible of the learning and networking opportunities. For further information look at their Website at [www.resource-alliance.org](http://www.resource-alliance.org). ■

*Fundraising Forum is edited by Sheila McCallum and Terry A Murray and published by Downes Murray International*

## Downes Murray International

DMI are fundraising consultants, working with non-profit and non-government organisations of all kinds, to increase their fundraising effectiveness.

We offer feasibility studies, strategic planning workshops, direct mail fundraising, mail/phone, corporate and capital fundraising campaigns, and bequest promotion programmes. In addition, DMI has close links with a number of fundraising consultancies across the globe, enabling us to keep a finger on the pulse of international trends and techniques. For further information details contact your nearest office.

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### Season's Greetings

The editors, contributing writers and publishers of Fundraising Forum wish you peace, health and happiness over the festive season, and in the new year ahead.

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