

100 DONORS *in 100 days*

COMMITTEE TOOLKIT

PHASE I: GETTING STARTED

Start fundraising right away

Why not today? The sooner you get started, the more success you'll have. Our goal is to inspire 100 new donors in 100 days, between April 1 and July 09, 2022.

Be the first to donate

Inspire others by making the first donation yourself. Donating shows potential supporters that you are serious about the cause. Consider asking others to match your gift.

Personalize your communication

Remember, while your potential donors will be interested in the cause, they will be more interested in you. Tell them why you are getting involved and share your connection to the cause.

Goal

You and 8 people donate. If each committee member has at least 8 donors we will reach our goal of 100 - \$100 Donors in 100 Days.

Ask!

Don't feel guilty about asking. Most people will feel honored to be included in your fundraiser. If you are passionate about this cause and proud to be fundraising, your community will be proud to support you.

PHASE 2: TAPPING YOUR “FRANK” CIRCLE

Meet FRANK

This easy to remember acronym will remind you where to start when you’re reaching out and making your asks.

- **F**riends
- **R**elatives
- **A**t work
- **N**eighbors
- **K**ids’ connections

Consider these connections your key to successful fundraising.

Reach out

The easiest way to do this is through email. Here are some important points to include in your communication:

- Explain what you are doing and why it is important to you.
- Tell them why senior care close to home is so important.
- Ask for a donation.
- Include a link to our fundraising page.
- Say thank you.
- If comfortable, ask your friends to pass the message on to others who may be interested in donating.

Sample emails/talking points

On average, it takes three asks in an email, post or other communication before someone will give to your cause. Personalize these messages by telling your story or one that has inspired you.

PHASE 2: TAPPING YOUR “FRANK” CIRCLE

Sample emails (continued)

I. Will you help?

Dear friends and family (or personalize with each individual’s name),

I want to tell you about an amazing cause close to my heart. The Madison Healthcare Services Building Local Healthcare campaign has challenged our community to inspire 100 new supporters over the next 100 days.

I’m in, and I want you to join me. Every gift counts as we continue to Build Local Healthcare

Thank you!

(Your name)

I. Don’t forget to show your support

Dear friends and family,

As I walk around our small but mighty community, I can’t help but think about all those who need our help. You see, our existing heart and vascular facilities are drastically close to reaching capacity. We need to make a change, and your partnership is vital to our success.

The Sanford Health Foundation has launched a community challenge — 100 donors in 100 days — to help finish construction on our new senior living campus

Sincerely,

(Your name)

I. Final call for your support

Dear friends and family,

Our 100 days is almost up, and we still need your support to help protect more hearts closer to home.

Thank you in advance for your support!

TOP 10 GIFT REQUEST TIPS

All fundraisers know that unless you ask, you will not receive a gift. In addition, between the decision to make a request for a gift and the actual ask there are a number of things that can help in leading you on the path to success!

1. **LISTEN.** Frequently, because of the enthusiasm to communicate the importance of the project, program or institution, fundraisers talk too much to the prospective donor without ever listening to what other information the donor wants or expects for the project.
2. **DON'T ASSUME THAT YOU'LL GET A "NO" BEFORE YOU EVEN GET ONE.** In asking for a gift, do you say something like, "We know we are asking a lot and you may not be able to meet it, but anything you can give would be appreciated." A comment such as this immediately lowers the size of the gift and makes it seem unimportant.
3. **DON'T ASSUME THE DONOR HAS CONSENTED TO A GIFT WITHOUT EVER ACTUALLY ASKING FOR A SPECIFIC GIFT.** At times a fund raiser can over-read a donor's statements, body signals, etc.
4. **FOLLOW UP.** When donors express the need to discuss the gift with a spouse, business associate, etc. be sure to follow up later. Donors have been heard saying repeatedly that their gift must not have been too important since no one came back to ask for it.
5. **DON'T GET HUNG UP ON THE REQUEST AMOUNT.** Within reasonable limitations, you can know whether the donor has the economic capacity to make a gift. Economic impact alone does not assure a gift, but it makes you confident with the ask.
6. **CLOSE THE DEAL.** As your presentation/conversation closes, talk about the donor's decision and when it might be.
7. **BUILD UP TO THE ASK.** Start off the conversation/meeting with a little rapport building and understanding. Starting off with general chit chat items is ok if you then move to the opportunities of the project and the request.
8. **DON'T FEEL OR ACT LIKE A BEGGAR.** Never be ashamed to ask others to support a worthy project. Don't forget that this project will help others and change people's lives. Be proud of your efforts to give time and talent to the cause. Very few people will be responsive to a beggar.
9. **USE YOUR KNOWLEDGE OF THE POTENTIAL DONOR TO TAILOR YOUR REQUEST.** Set up your request to meet the individual's preferences. Also, listen to the donor throughout the conversation and tailor your responses to their feedback.
10. **HAVE A STRATEGY.** Think about how you will make the request and/or follow up before actually do it. Write it down if you need to. Don't be afraid to use a "script" or talking points to get you going. Even practice it a bit ahead of time.