Stellar Trainings for Fundraising Volunteers

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Today’s agenda

Five elements of a stellar training:

• Welcome exercise
• Share goals
• Alleviate fears
• Fundraising kit
• Cheerleading
Exercise:

What’s the last donation you made and why?
Share fundraising goals with your team

>Share your organizational budget

>Share funding streams
Share fundraising goals with your team

Example:

Our organization has to raise a budget of $700K for our mission.

Funding sources:
$100K foundation
$100K corporate
$100K individual
$200K services/earned income
$200K major donors
$700K total fundraising goal
Share fundraising goals with your team

Tie it to the goal you’re asking them to help you meet

Gift Range Chart and Prospects

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<thead>
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<th># of Gifts</th>
<th>Size of Gifts</th>
<th>Total</th>
<th># of Prospects</th>
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<td><strong>904</strong></td>
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</table>
Get people to fill out a volunteer commitment form

I, Christa Orth, commit to the following to support the mission of our organization: (Choose as many items as you have the capacity to do)

- Introduce ___ of my friends/colleagues to our organization
- Bring in ___ corporate sponsorships
- Invite ___ people to the annual gala
- Make ___ thank you calls to donors
- Host a house party
- Make a personal gift in an amount that is significant to me in the amount of $_____.00
Alleviate fears about asking for money

> The stigma about asking for money
Alleviate fears about asking for money

Exercise:
Yes’s and No’s when you ask
A fundraising kit inspires and delights!

Inside:
> Personalized, handwritten thank you note

> Article about the transformative power of fundraising

> Stickers, magnets, t-shirt, swag from your organization

> Your case statement
Exercise:

Create a case statement. In one sentence each, in your own words:

1) Explain our organization

2) Explain why you’re involved

3) Explain why you’re a donor to our organization
> Personal attention

> Share milestones with your team and recognize major achievements

> Send handwritten thank yous and/or mix tapes

> Revisit their goals and offer them personal support
Resources


These slides available online at: bit.ly/stellarftv
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