



A pledge-driven dog walk and community-wide animal celebration

## Asking for Money

Use these simple rules to guide your fundraising and you are sure to be a success!

### 1 Conduct a letter writing campaign.

This is the easiest and most effective way to raise money!

You can send it online or through the mail—or both!

If there is someone you come into contact with on a daily basis, don't be afraid to ask face-to-face—that works too!

### 2 Make it clear why you are raising money.

You are raising money to help homeless animals, and that's something to be proud of! Tell everyone!

### 3 It's easy to trade down; trading up is much more difficult.

#### Trading Down:

You: Will you sponsor me for \$50?

Friend: My blood isn't that rich.

You: Well, I'll let you off the hook, then. How about \$35?

Friend: That sounds better.

#### Trading Up:

You: Will you sponsor me for \$25?

Friend: Okay.

You: Oh, well then how about \$50?

Friend: No, too much for me.

By trading down, you end up with \$10 more than you would have!

### 4 Tailor your pitch to meet your donor's needs.

You might be thinking, "Gee, I'd really like one of those prizes that is offered if I reach my goal", but that will only motivate your mother to give you money. This is about what is going to move other donors to reach for their checkbook.

To someone who is your close friend: "Will you please sponsor me?"

To someone who is an animal lover, you say: "I'm raising money for the Friends For the Dearborn Animal Shelter so that we can continue to provide shelter for homeless and lost animals. Will you please sponsor me?"

To someone who owes you money: "I'll forgive that lone if you sponsor me for \$X."

To someone you sponsored in the past: "I really enjoyed the opportunity to sponsor you for \$X. Will you return the favor to me?"



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### **5** Ask for a specific dollar amount rather than letting the donor decide.

Fundraising is not a “one size fits all” effort. Asking for a specific amount works best when you know the person fairly well. Think about your donor, and then ask for an amount that is a stretch, but not impossible.

### **6** You have to ask for money to get money.

It’s on your shoulders to do the asking. Unless you hang out with a bunch of mind readers, you’ll have to tell them what you want and why.

### **7** “Maybe” or “I’ll think about it” doesn’t mean “No”. Only “No” means “No”, and that’s only for right now!

If someone says they have to “think about it”, give them something to think about! Let them know how their donation will help homeless and lost animals in the community. Remind them of how good it will make them feel to help such a great cause. Let them know that more than 80% of their donation will go to directly helping animals. Let them know that your personal goal is \$X, and you want them to be a part of that effort. Remind them that their gift is totally tax deductible.

### **8** Make it as easy as possible for someone to give you money.

Utilize your Mutt Strut Personal Fundraising Page where they can donate online.  
Pick up checks for people.  
Enclose a self-addressed, stamped envelope in the letters you send out.  
If you are talking to someone directly, offer to take a check right then and there.  
Let your family members and/or assistant know what you are doing so they can field messages for you.

### **9** Follow-up, follow-up, follow-up!

Following up with all the people whom you have asked for money will help you “seal the deal”. Things you can do to follow-up on a pledge request.

Call.  
Call again.  
Stop by the person’s office and ask them what they’ve decided.  
Ask is there any more information you can supply to that person.

### **10** The most important thing you can say is “THANK YOU”.

Whether someone tells you yes or no, you have the ability to accomplish something with a “Thank you”; you can either acknowledge their generosity and support, or you can leave the door open for next week or next year. Either way, you win, and so does the Friends For the Dearborn Animal Shelter.