

FUNDRAISING TIPS

by the *Laundromat Project*

Asking for money isn't necessarily easy for some, talking about money can feel taboo or cause anxiety, and we understandably don't want to ask people to give beyond their means. So here are some tips to help you get comfortable asking:

- **Don't be afraid to ask.** Especially if you are sending an email, don't be shy or afraid to ask people in the first place! They can always say no...or just ignore your email. But by asking, you are offering an opportunity for your friends to support a cause you're passionate about.
- **Make it personal.** People are much more likely to contribute when they are personally asked (i.e. in person, by phone, or through direct email) to give. Social media platforms are a great way to spread the word, but personal contact is what moves people to action.
- **Tell your story.** A major reason people will choose to give is to support you! So let them know why you care (and they should, too). Tell them why are you passionate about or inspired by your cause.
- **Ask a diverse group of people for support.** Approach a range of people you know in different ways (e.g. family, friends, neighbors, co-workers, gym mates, church members, acquaintances, friends of friends - especially if they're passionate about arts or justice).
- **Ask lots of people.** You only need nine but you might have to ask 30 to get those 9. Don't be shy. You are asking because you care and want to bring the world closer to a vision that embraces art, imagination, and justice. Your friends will feel your passion.
- **Encourage gifts over \$10.** While \$10 is much appreciated, we also encourage and enjoy gifts of \$25, \$50, \$100 and even more! Signal to your donors that "giving generously" is encouraged and ask for a specific amount.
- **Follow-up, and ask more than once!** People are busy. They may have gotten your email but haven't yet gotten a chance to respond. Or they intended to make a donation, but got caught up with something else. It helps to follow-up & be persistent.
- **Don't get discouraged.** Think about how many organizations have asked you for contributions recently. Your friends and family might want to support you, but maybe their funds and energy are tapped out or focused elsewhere at the moment. It's OK!
- **Thank your friends profusely and genuinely.** Everyone loves to be recognized and it feels good to appreciate others... Facebook tags, personal email, etc...

Thank YOU for being awesome and for asking on our behalf! You are brave, passionate, and wonderful... exactly the reason we love doing this work. Now, start asking!