

WHO DO I ASK?

You should ask EVERYONE: friends, family, coworkers, neighbors, roommates, and, yes, your facebook friends who like all your commentary and shares on social justice.

When individuals begin fundraising they are thrilled to discover how willing their networks are willing to contribute to a good cause. According to [Giving USA](#), about 80% of American households donate to non-profit organizations and the typical American household supports 5-10 charitable organizations per year. This makes sense, considering 72% of the \$300 billion that U.S. nonprofits raise is from individuals like you.¹

While individuals assume it's the rich who give most, it's actually low-income families who give the most as a percentage of their income. *Our dollars are just as powerful as corporate dollars!*

SO ASK EVERYONE! After all, the worse they can say is “no,” but that’s a decision for the other person to make not you. After all, fundraising is an opportunity to do good and everyone deserves that opportunity.

With that said, when thinking of who to ask know that people who donate often do so because they meet one or more of the following criteria:

- **CONNECTION** to you
- **BELIEF** in your cause
- **ABILITY** to give

Having a connection is the most critical piece. Sometimes people who do not even believe in the cause will give because it's you asking.

Need help coming up with your list of who to ask? Use the “**Who Do You Know?**” **Chart** to brainstorm your different networks, who is in those networks, and how much to ask them for.

If you need a brainstorm boost, answer the following questions and ask the people you answered:

- Who would I call if I had a flat tire?
- Who do I call when for emotional support?
- Who do I live with?
- Who do I commonly share political views with?
- Who have I recently helped?
- Who would I invite to my birthday party?
- Who do I want to call and reconnect with?
- Who are my mentors?
- Who have I hung out with recently?
- Who shares a background with the organization's members?

Happy Fundraising!

¹ Sources: *Giving USA*; *National Center for Charitable Statistics*; *Nonprofit Quarterly*; *Grassroots Fundraising Journal*