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Fundraiser's Forum October 2012

Juicy Little Tidbits

The Fundraiser's Forum is a monthly gathering of fundraising professionals for sharing ideas, supporting each other's success, and building skills and confidence.

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Fundraiser's Forum Topics this Month:

[At what giving level should I call my donor?](#)

[How do I get it all done and meet my fundraising goals?](#)

[Save the Date! 2013 Workshop Series](#)

Juicy Tidbit #1: Pick up the phone & thank your donors



At what giving level should I call my donors to thank them?

At this month's Fundraiser's Forum, we had a lively discussion about thank you calls. Many of us had been to Jerry Panas' workshop the previous week, where he indicated we should start calling donors at the \$100 and up level.

Whoa! For many of us, that's a lot of phone calls! On the other hand, what's more important than thanking our donors -- and getting a chance to talk to them for a little bit on the phone?

One Solution - Use Volunteers: Many of us ask our volunteers and board members to make calls, but we're sometimes disappointed with the lack of meaningful conversation and information gathering

volunteers are able to do. Jerry Panas suggested, and our group agreed, that a short volunteer training and script would help with this problem.

Questions Volunteers Can Ask When Making Thank You Calls:

- How did you hear about us?
- Why do you give to our organization?
- How long have you been giving to our organization?
- Which program is your favorite?
- Would you like to come down for a tour or briefing?
- Do you have any comments, questions or suggestions I should share with the board or executive director?

Training Your Volunteers:

- Provide a brief training for your volunteers prior to their calls.
- Give them a form they can fill out with a place for corrections of contact info, answers to simple questions donors may have, and possible questions the volunteer can ask the donor.
- Make sure they understand why the calls are important and why they should write down everything they hear.

Thank You Thursdays:

- My brilliant business partner Jenny Carrillo came up with "Thank You Thursdays" - a consistent day, time and location for your thank-a-thons.

Juicy Tidbit #2: Manage your time more efficiently.



"How do I get it all done and meet my fundraising goals?"

Everyone at Fundraiser's Forum was in agreement: time management is a huge issue for fundraisers. Here are some tips that might help you:

- Create your fund development plan, get the board to adopt it, and stick to it! Joe wants to have a bake sale? It's not in the plan! Mary wants to plan an auction? It's not in the plan! The plan helps you winnow out the distractions and stay focused on your goals and deadlines.
- Write a real case for support and get buy-in. Again, this helps focus your work on what's most important: meeting the mission!

- Get a handle on Third Party Events, those wonderful events volunteers and service groups want to do on your behalf. You know the ones: When people tell you they're going to do all the work but suddenly you're spending all your time supporting them ... for very little return. To see a sample form for third party event planners and a sample third party policy, click here: [THIRD PARTY POLICY SAMPLE](#).

Juicy Tidbit #3: SAVE THE DATE for the 2013 Do Good Better Workshop Series!



- January 18, 2013: Foundations for Fundraising
- February 15, 2013: Success Starts with a Fundraising Plan
- March 15, 2013: Inspire Me: Write a Better Case for Support
- April 19, 2013: Cultivated Giving: A Donor-Centric Approach to "Major Gifts"
- May 17, 2013: Build a Board that Works
- June 21, 2013: Foundations for Fundraising
- July 19, 2013: Success Starts with a Fundraising Plan
- August 16: Inspire Me: Write a Better Case for Support
- September 20, 2013: Cultivated Giving: A Donor-Centric Approach to "Major Gifts"
- October 18, 2013: Build a Board that Works

Fundraiser's Forum: Third Monday of the month from 12-1pm.

Contact us about Affinity Forums for Nonprofit Founders, Public School Fundraisers, and Board Chairs.

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