

DANCE DATA PROJECT®

BIGGEST DOS & DON'TS FOR FUNDRAISERS

With Liza Yntema, DDP Founder and CEO, Katie Grogan Director of Development at Hubbard Street Dance Chicago, and Kacie Sassano President and Co-Founder of The Proper Group



DO SAY THANK YOU: WHETHER IT'S BUYING DONORS A CUP OF COFFEE OR INVITING THEM TO HAVE A HOT DOG ON THE SIDEWALK, MAKE IT GENUINE-NOT A PREP FOR THE NEXT "ASK".

DO LISTEN TO WHAT DONORS SAY. RESPECT A "NO" FROM A DONOR AND TAKE THE OPPORTUNITY TO LEARN MORE ABOUT THEIR GIVING PHILOSOPHY, BUDGET, AND BOUNDARIES. IT IS OFTEN A WINDOW TO A STRONGER RELATIONSHIP AND A FUTURE "YES."

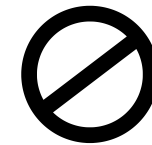
DO TREAT DONORS LIKE FULLY ADULT HUMAN BEINGS, NOT TARGETS. SPEAK TO EACH DONOR LIKE AN INDIVIDUAL, AND MAKE SURE YOU **UNDERSTAND THEIR INTERESTS.** BUILD THE RELATIONSHIP FIRST, GET THEM INVESTED, AND THEN THE COMMITMENT WILL FOLLOW.

DO CREATE VIP MOMENTS, MAKE EVERY DONOR FEEL LIKE THEY'RE BACKSTAGE AT A ROCK CONCERT. PERSONAL TOUCHES, EXCLUSIVE PERKS- GIVE THEM A REASON TO BRAG ABOUT THEIR INVOLVEMENT.

DO PLAN AHEAD, DONORS CAN TELL WHEN THEY ARE BEING USED AS A PLAN B OR FALL BACK BECAUSE OF POOR PLANNING.

DO TELL A STORY, NOT A SNOOZEFEST. MAKE YOUR MISSION COME ALIVE! YOU'RE NOT HERE TO HAND OUT A PAMPHLET, YOU'RE HERE TO MAKE PEOPLE FEEL SOMETHING. GALA FATIGUE IS REAL, SHAKE IT UP WITH UNEXPECTED, UNFORGETTABLE EXPERIENCES THAT MAKE PEOPLE WANT TO KEEP COMING BACK FOR MORE.

DO ENGAGE WITH YOUR LOCAL COMMUNITY - ON A LONG-TERM BASIS THAT GOES PAST A DANCE LESSON. LISTEN TO EXPERIENCED COMMUNITY WORKERS: YOUTH PASTORS, DIRECT SOCIAL SERVICE PROVIDERS AND CONSIDER ACTIVATING A GROUP OF DONORS WORKING WITH EXISTING GROUPS.



DON'T FORGET TO THANK YOUR DONORS GENUINELY AND OFTEN. DON'T FORGET TO KEEP DONORS IN THE LOOP, LET THEM KNOW HOW THEIR CONTRIBUTION IS MAKING AN IMPACT.

DON'T MISS CUES. BELIEVE DONORS WHEN THEY TELL YOU WHAT THEY WILL AND WILL NOT SUPPORT. "NO" DOESN'T MEAN "NO FOREVER" BUT IT DOES MEAN "NOT RIGHT NOW." TAKE THEM AT THEIR WORD UNTIL A BETTER, MORE AUTHENTIC OPPORTUNITY PRESENTS ITSELF.

DON'T BE PROPRIETARY ABOUT DONORS. SOME FUNDRAISERS WILL GEL DIFFERENTLY WITH CERTAIN DONORS THAN OTHERS. RECOGNIZE WHO ON THE TEAM HAS THE STRONGEST RAPPORT WITH WHICH DONORS AND OPTIMIZE AROUND THAT.

DON'T MAKE IT ABOUT YOU. IT'S ABOUT THE IMPACT, KEEP THE DONORS UPDATED AND IN THE LOOP OR THEY'LL LOSE INTEREST.

DON'T BEG- BUILD! DON'T LEAN INTO A SCARCITY MINDSET WHEN WRITING APPEALS AND MAKING ASKS. DONORS DON'T WANT TO HEAR HOW HARD IT IS IN THE WORLD FOR YOUR ORGANIZATION, FOR BETTER OR WORSE. THEY WANT TO BE INSPIRED BY THE WORK YOU ARE DOING ALREADY AND CAN CONTINUE TO DO WITH THEIR SUPPORT.

DON'T BE INDIRECT WHEN IT COMES TO THE USE OF A GIFT. BE SURE YOU UNDERSTAND DONORS' INTENTIONS FOR THEIR SUPPORT AND ASK CLARIFYING QUESTIONS WHEN NECESSARY.