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HOW TO RAISE \$1,000 QUICKLY AND EASILY

It may cost up to \$1,000 to attend a *Faith in Action* regional conference, and you need to raise the money yourself. Or perhaps you need to raise \$1,000 for a special project. How to do it? You have little time to plan it, there are no foundations to support it, and you don't have a magic wand. In 1,000 words, here's how to raise money quickly with little or no investment and few people to help.

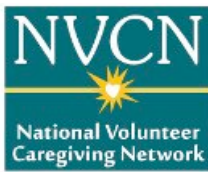
Remember, fund raising is not about you or the money, but what the money can accomplish. Asking for money to go to a regional conference is not about your attendance or what you will learn at the conference. It's about helping more people in more profound ways. Everyone knows there are problems in society. Donors want to know what solutions you offer and they want to be part of the solution. Not everyone can give time, but almost everyone can give money. So when asking for money for any purpose, you are asking people to help you do a better job of serving the people in your community.

There are three steps to take before you begin:

1. Establish a budget. Estimate all your costs. Include any registration fee and all travel costs (airfare, mileage, hotel, meals, etc.) A specific request with a budget gives donors confidence that you understand what you're about to undertake.
2. Include the conference in your program's annual budget. Don't think, "I can't attend because my board won't let me go." Instead of asking for permission each year, include the conference as a line item in the annual budget.
3. Ask a board member to go with you. This is a great way to increase the likelihood of receiving approval to attend. Also, board members often pay their own costs, and if you can split the cost of driving or share a hotel room, it will reduce the cost to your organization.

Next, here are five methods to raise the money with the least amount of time, effort and expense.

1. Ask each board member to make a contribution. Even if they give toward general expenses rather than for this conference, it may free up money from other areas of the budget to enable you to attend. It's not enough that their organizations, congregations or companies make contributions; each board member needs to write a personal check. Asking for contributions from the people who know the organization best is the easiest way to get funding. First approach one board member who has donated before or is willing to give, and have him or her ask the other board members on your behalf. People respond to their peers. And board members who give personally will be better able to represent your organization to other potential donors.



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2. Ask one person for the total amount, or a few people who are capable of giving large gifts. Make the case for attending this conference to learn skills to help more people and to do the best job of serving your community. Generally, donors give ten times more if asked in person rather than by mail. Call those who donate the most to your program and ask to meet with them at their homes or offices for 30 minutes. Request their support, either for this conference or for other work you're doing now.
3. Hold a small event at someone's home. It can be scheduled quickly without a lot of fuss. It only takes about ten days to two weeks to organize. Ask a board member to gather some friends, other board members, volunteers, and donors who live in the area. Invitations can be by telephone or e-mail followed up with a call. Try using www.evite.com for the invitations. It has fun graphics and is easy to use. Tell people what to expect, that you'll talk about the work you're doing, and ask them to bring their checkbooks. It should last no more than 90 minutes and light refreshments can be provided by you or the host. Coffee and cookies for a weeknight, or coffee, juice and bagels for a weekend morning event is fine. After a time of fellowship, give a brief presentation about your work and ask for their help. You may want to bring one of your care receivers to speak also. You may need to hold a couple of parties with different hosts to raise enough money, but they're fun and effective, and don't take much work. They're also repeatable with different themes. For larger events, you can charge a minimal fee and then ask for donations. Some ideas include: barbecue, wine and cheese party, create-your-own-sundae ice cream social, all-you-can-eat crabs. Use your imagination.
4. Consider hosting small parties at restaurants. Often they will provide a room, free munchies, and reduced-price drinks. You can charge a set price and ask for contributions as well. Perhaps run a 50/50 raffle, where you charge \$1 a ticket and the winner keeps 50% of the money raised. You can offer door prizes and the restaurant may donate a free dinner. Enlist the help of your board members and volunteers to invite their friends as well as your donors. People love to come to parties with multiple hosts, as it is a great way to meet new people.
5. Ask your coalition members for money. Approach your congregations and other members and ask them for increased funding. Use the clergy in your congregations to approach new congregations: many of the ministers, priests, rabbis and imams know each other. Approach your past funders and ask them to increase funding.

Ask:

- For special mission offerings
- To be included in their budgets
- To receive a portion of proceeds from special events like Christmas tree sales or Chanukah boutiques
- To have an item about your program included in their newsletters or weekly bulletins
- To speak briefly before the congregation
- For a gift from the cleric's personal designations fund
- To have a table set up with information about your work.



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Many people are glad to help: you only have to ask.