TIPS FOR VOLUNTEER FUNDRAISERS

As you prepare for recruiting and renewing One Purpose members, the following tips may be helpful. Remember to have confidence in your role as you ask those in your sphere of influence to support student scholarships through a pledge to this year’s fund drive.

Tips for Overcoming the Fear of Fundraising

1. Remember how important your work really is. It’s not about the money. It is about what the money will allow students to do.
2. Focus on one task at a time; study the informational materials and then make the appointment or call.
3. Make your own contribution first.
4. Rehearse the request with someone and be yourself.
5. Make the easiest call first. Your first success will keep you moving.
6. Think about the positive gains that will happen because of your efforts and be proud of your involvement. You are supporting local student success that will positively impact your region’s workforce.
7. Concentrate on the prospect; put yourself in his/her place; imagine how they feel; listen to what they say.
8. Meet with fellow volunteers often at Weekly Mixers to share the good, and maybe not so good, experiences throughout the fund drive and gain their valuable insight.

Resource: Donor Focused Strategies for Annual Giving (adapted by the Division of University Advancement)

Tips for Asking for a One Purpose Pledge

1. Be natural and yourself.
2. If appropriate, make an appointment. Find a time convenient for the prospect.
3. Seeing someone in person is the best strategy.
4. Know your materials and arrange them in a way that works for you. Talk positively about what CSU Stanislaus is doing and how it is benefiting the community.
5. Explain the campaign project succinctly; invite questions; share campaign materials if there is an interest in having them.
6. Explain your own interest; explain (briefly) your involvement and why you believe bringing academic student scholarships to our community is worth your time and support.
7. Do not rush into the “pitch.” Do not be afraid to ask and do not apologize that you are doing so. A person has a choice to join or not…we cannot pre-judge whether they say yes or no. People want to support a winning cause!
8. Let the prospect talk and ask questions. Know when to stop talking, and when to close.
9. Be sympathetic with complaints; offer to get additional information or have a university representative contact them.
10. If the prospect says no, thank him/her politely for their time. Leave smiling.
11. If the prospect says maybe, arrange a time to check back. Leave materials and the best way to reach you.
12. If the prospect says yes, make arrangements to take pledge information, preferably on the spot, as payment is not required at the time of the commitment.
13. Express gratitude. Always thank the donor personally.
14. Always make the return call if you said you would.
15. Have fun.

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