
FUNDRAISING TRAINING

Organizing for Dollars

How to Ask for What You Want

Outline

- Why LWV
- Fundraising Process for Individual Gifts
- Making the Ask
- Hands-on Exercise
 - You
 - Partners
 - Group
- Review



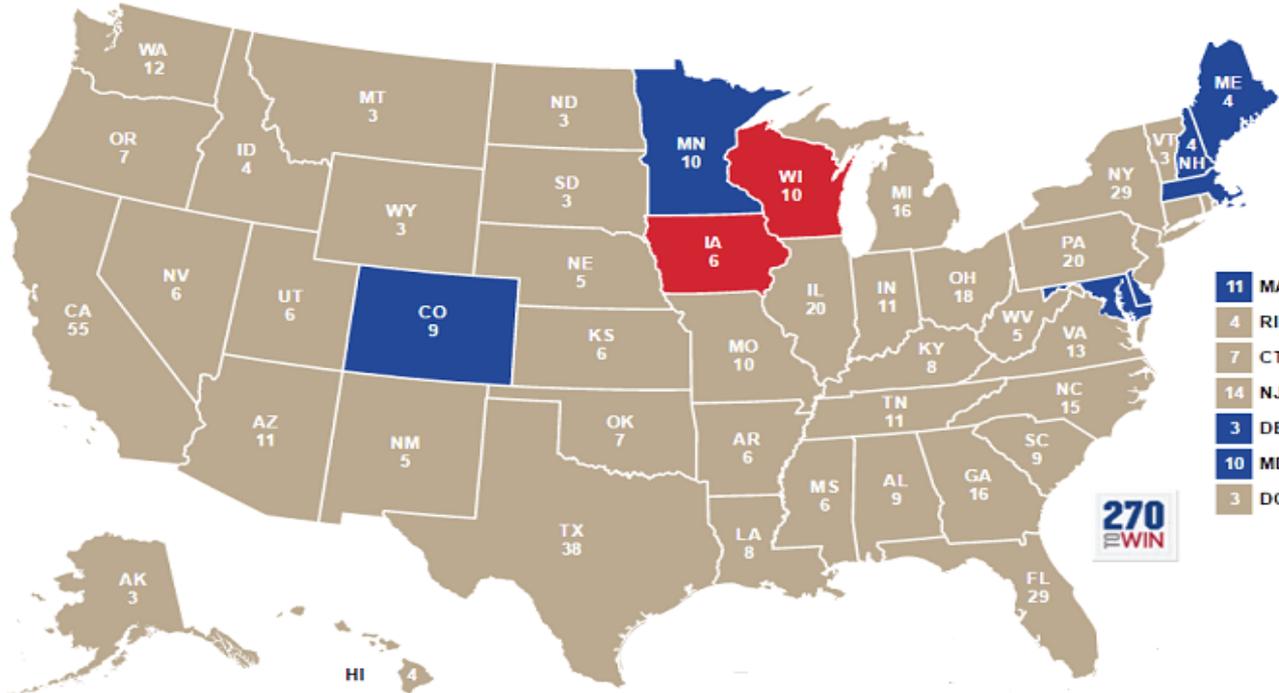
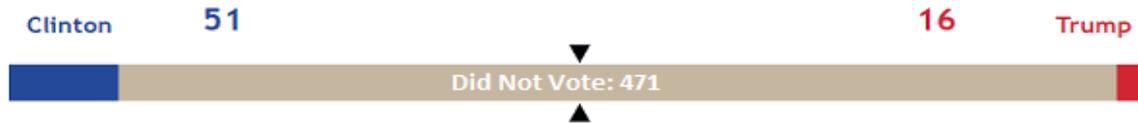
Why LWV?

What makes us unique?

- Largest volunteer driven registration organization
- Strongest grassroots organization working on voting rights
- Experienced
- Longevity
- Litigation track record
- Good governance
- Confidence to talk issues



If “Did Not Vote” Had Been A Candidate In The 2016 US Presidential Election





Your Turn!
Name it.
Bold projects.

“

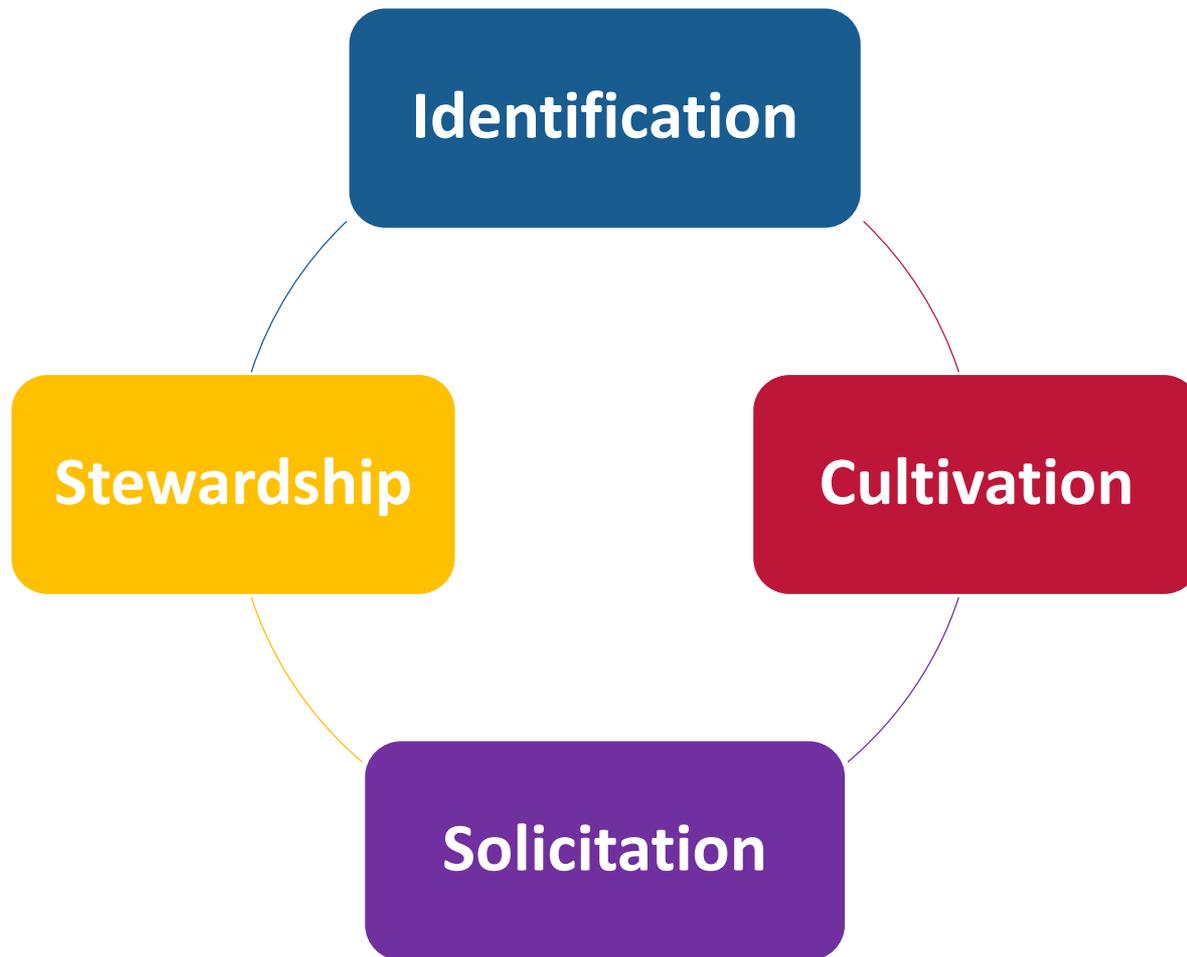
*People don't give to
you;*

*They give through
you.”*

Kay Sprinkel Grace
Beyond Fund Raising

LWV LEAGUE OF
WOMEN VOTERS®

Fundraising Process for Individual Gifts





Relationship Building (with You & LWV)

Making the Ask (Solicitation in the Fundraising Process)

Steps to an effective ask

1. Introduction

2. Engage with the Problem

- Open-ended questions
- Only talk 20% to 30% of the time
- Get them to talk about their frustrations

3. Present the Vision

Ask them their vision, and share the LWV vision, programs, & successes



Making the Ask (Solicitation in the Fundraising Process)

Steps to an effective ask

4. **The Ask**

- Be clear and concise
- "Will you give _____?"

5. **PAUSE!** Don't talk after you make the ask

6. **Confirm & Close**

Repeat and verify.

7. **Follow Up**

- Thank you!
- Decide the details
- Set date for next check-in
- Email them if they asked for additional information
- Thank you note!

Donor Recognition & Stewardship

Thank donors

- Timely and authentic

Protect donors' privacy and their rights

- Donor Bill of Rights

Recognize and report appropriately

- Share with the fundraising team/Board
- Recognition examples: internal LWV list to members and donors, publicly on the website and social media

* Growing list demonstrates the culture of philanthropy and builds future gifts



Your Turn!

TIME FOR
REVIEW

LWV Resources

League Management

<https://www.lwv.org/league-management/manage-your-league/fundraising>

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