

FUNDRAISING FOR COACHES

To make your fundraiser successful...Think **GREAT!**

- Goals
- Resources
- Engaging
- Appropriate Fit
- Time and Thank
- Think **G**REAT!

Goals

- How much do you want to raise?
- Specific Purposes- travel, equipment, scholarships
- Other objectives- media attention, participation goals, better than previous...
- Think **G**REAT!

Resources

- Human resources- Who will help execute?
 - How many people do you need?
 - What networks can you tap outside of your immediate team?
 - Can you recruit volunteers, celebrities, media personalities?
- Financial Resources- how will you fund it
 - Do you have a start up budget?
 - Will you need a start up budget?
 - Can you get a start up budget? How?
- Physical Resources
 - Can you use University/College venues?
 - Do volunteers have access to facilities or venues that you can use?
 - Do you need special equipment? How can you get it?

Engaging

- Does the fundraiser...?
 - Provide an opportunity for donors and potential donors to build the relationship they have with your program
 - Improve awareness of your program
 - Improve a potential donors interest in your program
 - Allow donors to experience unique aspects of your program
 - Allow donors to participate in critical areas to help your program: planning, executing
 - Allow donors to feel a sense of ownership with your program

Appropriate Fit

- Does it fit with the philosophy of your program, values, mission?
- Does each role assigned to participants fit the strengths of each individual?
- Does it appropriately target the right people you want to engage and build a relationship with?
 - Parents, friends, alumni, current donors, community leaders, executives, youth...

Time

- What is the value of your time?
- How much time do you have to plan, organize, and execute?
 - Daily, weekly, monthly, season long, year long

Thank

- A gratifying gift experience is key to engaging donors and getting repeat gifts

*Want to learn more about reaching
your fundraising goals?*



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How to Ask Anyone for Anything

What Makes a Good Ask?

- A good ask is an actual question inviting a person or company to take a specific concrete step on behalf of your organization.
 - First, an ask has to be an actual question... meaning that it starts with words like, "Will you..." or "Would you be willing..."
 - Second, an ask invites a person to take a concrete step.
 - Lastly, an ask should be specific... that means, you should ask for a specific amount, or attendance at a specific event, or volunteer hours for a specific project, etc.
- When people are asked for a specific amount, or to take a specific action, they are much more likely to give, and are much more likely to give at a higher level.

Relationships Matter!

- LISTEN! LISTEN! LISTEN! LISTEN!
- The most important thing you can do is to build deeper relationships between your prospect and the organization
- Don't rush your fundraising asks, but don't wait to long
- Get them involved (or at least have one introductory conversation about your program that is not based on seeking a donation), then ask them to give. Build relationships that last, whenever possible.

Planning the Ask

- **Decide Who You Are Asking:** Who are you asking? Is it an individual? A company? An organization? What person in the company would be best to ask?
- **Decide What You Are Asking For:** Are you asking for money? How much? Are you asking someone to come to an event or to volunteer? When? In what capacity?
- **Expect a Yes:** Attitude matters in fundraising. Go into every fundraising ask expecting a yes, and asking for a yes.
- **Understand That There Will Be "No's":** And that's ok! Don't take it personal, it's not about you.

The Process

- IT SHOULDN'T BE A SURPRISE!!!
- Make the connection.
- Make a transition.
 - Good transitions include, "Listen... I want to talk about something important," "I've got a serious question for you," or "Jane, I need your help."
- Make them cry. You need to connect their passions with your needs. Get their story on the table
- Make them understand why you need what you are asking for. This is the background for your specific ask. Why are you asking them to?
- Make the Ask.

Common Fundraising Approaches

Letters

Personal Asks

Events

- Dinners, golf tournaments

Participatory Fundraisers and Games

- Auctions, raffles, sport related contests, shoot-a-thons

Camps and Community Service

- Sports camps and clinics, holiday babysitting, security or cleaning at sporting events

Sales

- Magazines, food, clothing, merchandise, sneakers, restaurant proceeds

Internet Fundraising

Helpful Resources and Service Providers

Jon Goldman, **MySportsDreams.com**

Cell: 914-384-4311

Email: jon@mysportsdreams.com

WBCA 10% discount: www.mysportsdreams.com/wbca

Liz Hanson, **Athlete Assessments**

Email: liz.hanson@athleteassessments.com

www.athleteassessments.com

Office: 760-742-5157

Advancement Resources-

<http://www.advancementresources.org/>

The Fundraising Authority-

<http://www.thefundraisingauthority.com/>

Golf Tournament-

<http://www.holeinoneinternational.com/PDFs/Golf%20Tournament%20Planner.pdf>

Book- *How to Write a Successful Fundraising Letter*, Second Edition, Mal Warwick