

INDIVIDUAL GIVING CULTIVATION CYCLE

What is fundraising?

There are different words to describe what fundraising is, but in summary it is the process of securing voluntary financial contributions by engaging individuals, businesses, charitable foundations, or governmental agencies to support a charity or cause.

Girl Guiding/Girl Scouting is one such worthy cause. Through our leadership development, advocacy work and community action, Girl Guiding/Girl Scouting has the ability to empower girls and young women to develop the skills and confidence needed to make positive changes in their lives, their communities and the world around them.

Even though the current pandemic is causing economic uncertainty around the world, there are still opportunities to fundraise. There is a renewed chance to focus attention on the global sisterhood of Girl Guides and Girl Scouts during this time, and how girls and young women are taking action in response to Covid-19.

Your Girl Guiding organization can play a crucial role in showing the world how girls and young women can make a difference at a time of crisis.

A focus on Individual Giving

Fundraising from individual people can differ from asking for money from governments or grant based organizations, although many of the same principles can be applied. Here are some basic principles.

Why do people give?

People give because they want to change the world and help improve society. **Think of donors as change-makers.** They are individuals who are inspired to be a part of something that will change the world. Giving can often give a sense of connection and a sense of purpose, especially in a time of crisis.

Strong motivators for giving can be:

- Inspiration from a peer
- Belief in the vision or mission of a cause
- Civic pride
- Gratitude and recognition

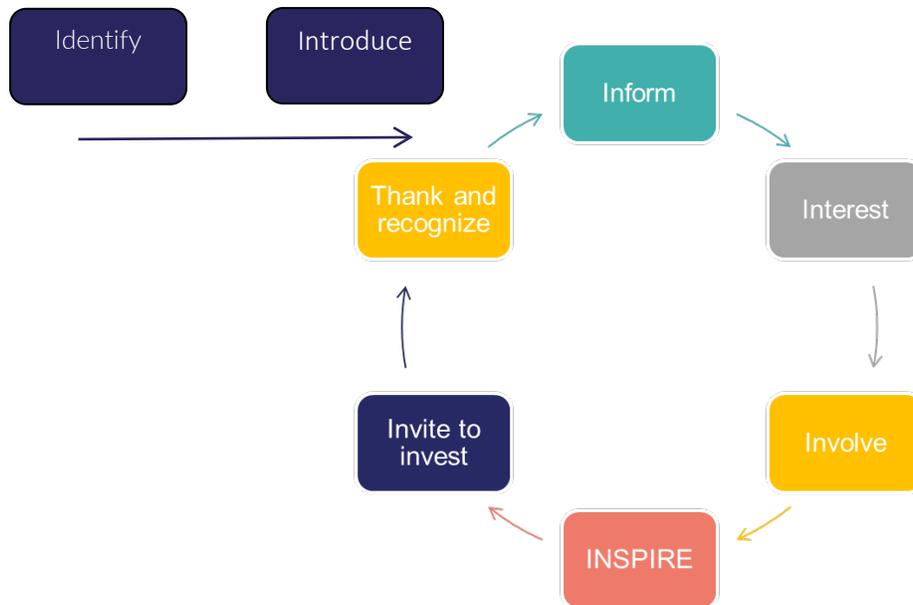
Fancy brochures or feelings of guilt are usually not strong motivators to inspire people to give.

The Cultivation Cycle

Fundraising training often uses examples of gardening because we must nurture and cultivate a potential donor, similar to tending to a plant.



The Donor Cycle



1) Identify and be informed about potential donors

If your Guiding organization is facing urgent financial needs, it is important you prioritize a list of individuals who you can ask for financial donations. To create this list consider the below:

- ✓ Your best supporters are those that have already connected with your cause and donated in the past. These are your warmest prospects because they have understood and bought in to your mission and vision previously.
- ✓ Look at your networks to identify potential new supporters who you think might welcome a conversation about girls and leadership development. Through your Guiding organisation look at what personal networks you may have that could be approached. Are there prominent donors to other charities in your country or community that have a link to your organisation or your cause/mission? Often such people care about broader community concerns so will want to hear why Guiding matters.
- ✓ If some of the people involved in your organisation have influence in your community – use this to help broaden your network. Ask them to make a phone call and help set up meetings or make an initial introduction.

2) Know your donors

- ✓ Once you have created a list of potential donors, do your research. Understand their interests, what they might have supported in the past and if applicable if you have a network in to the individual who could make the initial introduction for you.



3) Know Your Story

Your story (often called a 'Case for Support') is vital. It should talk about the need, your vision for the future, what will change with a donors support and why your organization is the best to make it happen.

Think of your story as having to answer these questions:

- What problems are we trying to solve?
- What are we passionate about?
- When the problems have been solved, in what way will the world be a better place?
- Why we need **your** support to make it happen
- How will we keep you involved and informed?

A story needs to contain both emotion but also facts. If you are asking for money you want to be clear about how it is going to be used.

Often a story or case for support is described in a written document and may have details, budgets or photos. But it doesn't have to be complicated.

A story or case for support can be used for both big and small projects. For example, a story or case for support can be for a large fundraising campaign to fund girls in all regions of your country to obtain online safety training or it can be to raise money to buy materials for a Guiding unit. Consider a shopping list approach for larger scale projects that breaks down elements of what is needed that you can take to a prospective donor. This can often help donors visualize the project but also see where they can financially support and at what level or value.

Finally, a case for support is a tool and it is important, but remember it is how you deliver this case for support that will make it impactful, emotive and inspiring.

4) Hints and tips on how to make an ask for a donation

People give to people because they are motivated by a cause and want to make a difference. However, people won't give if they have not been asked. Fundamentally, your role is to ask for support.

Decisions can be more emotional, rather than rational for individual donors, so share your personal story about why you care about the Girl Guiding and Girl Scouting Movement. What is your personal motivation for being involved? However, when doing your research if you know your potential donor is more business focused in their approach or background, aim to have the right balance of facts and statistics and the impact Guiding paired with those personal stories.

Show urgency and enthusiasm, what you say and how you say it will have significant influence, you want to inspire them to support your cause.

Practice makes perfect, so once you have identified who you are asking and have set up that first meeting, plan how you imagine the conversation will go. Think about how that person would like to be addressed, what might inspire them and above all have confidence in what you tell them. You are the expert on the project you need support for!



If possible give before you ask, it is very powerful if the staff or volunteer asking a person for money has herself given. If you've already made a gift, you'll find it easier to encourage others to do the same. Even if you are in a totally different economic situation that the person you are asking it can be powerful to say:

"this project is so important - my family and I discussed and have made a donation that is meaningful to us because we believe this matters so much to the future of our community".*

*You do not have to share how much you donated.

Not need to apologize, you are not asking for money for yourself, but for a very worthy cause. You are asking for support to make a change, so there is no need to apologize for that.

Balance the conversation between the 'big vision' of Guiding globally and what this means in your own community and country.

Ask open ended questions, this will help you to learn more about the person, their priorities and their motivations. Questions starting with "Why", "How" or "Tell me about" will elicit the most meaningful information:

For example:

- ✓ What specific results are you looking for from a project you might support?
- ✓ How has Guiding impacted you and your family?
- ✓ Tell us more why you are interested in girl's rights and girl empowerment?
- ✓ How do you decide on what charities you will support?
- ✓ Tell me how you would like to make an impact on your local community's future
- ✓ What are your aspirations for your daughters/granddaughters?
- ✓ What do you think we could be doing better for promoting girls and young women in our country?
- ✓ What questions do you have about the project we have described?
- ✓ (if the person seems reluctant): What further information would you need before considering a gift to this project?

In some countries it is acceptable to ask for a specific amount of money.

Be interested, this should be a warm and open conversation, you want to help the potential donor to feel inspired and engaged with what you are saying.

Let the donor talk too, this is key! Make sure you give ample time for the donor to ask questions, offer their own personal story or journey and offer them space to give constructive feedback on the desired project you are pitching. Donors often like to share insights and advice on projects they are supporting, give them time to offer this. You may even find this useful in the delivery of the project.

Helpful phrases and body language

Do not say "Now we know you can give us \$X" – this is presumptuous and may make the person uncomfortable

Do say "We don't know what your financial circumstances are, however, we hope will consider a gift of \$X to make this project a reality"



It is not what you say, but how you say it. Your voice and body language is a vital part of communication. Here are a few tips:

- ✓ Slow down. When you get excited about something it is easy to start talking faster and faster. Try and slow down. It will make it much easier for people to listen
- ✓ Speak up. Don't be afraid to talk as loud as you need to for people to hear you.
- ✓ Speak clearly. Don't mumble.
- ✓ Speak with emotion. No one listens for that long if you speak with a monotone voice. Let your feelings be reflected in your voice.
- ✓ Use pauses. Adding a small pause between thoughts or sentences creates a bit of tension and anticipation. People will start to listen more attentively to what you're saying.

5) Follow up is Important

At the end of a meeting, be specific in what the person can expect next. For example, this could be a follow up meeting perhaps with an additional representative from your organization or expert in the project, to send more information, or even just giving them time to consider their potential support. Remember to mention when they should expect to hear from you.

Plus a follow up handwritten thank you note or email for a person's time is always appropriate.

6) Donor Recognition

If you have successfully secured support from your donor, you also need to consider how you thank them. Some donors like to be publicly recognized or thanked for their support, however, others do not. When your donor makes a donation, please make sure you ask them this. However, regardless of a public thank you make sure you do thank your donor via a letter or email dependent on the form of communication they prefer. Plus make sure you keep them well informed about the project they have supported. They are now a supporter of your organization, make sure you retain them.

In terms of a donor being publically recognized, you may have different categories of recognition for different levels of giving. This might include, being listed in an annual report or on a wall; being invited to a special event or tour; or having their name associated with a project. Consider where your donor fits within these categories and other donors also supporting the project.

You also should be knowledgeable of any tax advantages in your country that might be an incentive for donors to make a donation.

Other Tips

Often using inspirational quotes in your letters or local materials is helpful.

You could use quotes from our Founders, for example:

"Remember it is not what you have but what you give that brings happiness"

– Olave Baden-Powell



Or use inspiring words of a poet or leader relevant to your culture.

Quotes about giving and philanthropy can be powerful:

The act of philanthropy is a spiritual act, an expression of caring for one's fellow human beings. It is a belief in the future and that the future can be good. It is investing in that future. It is helping to make the dream come true.

-- Arthur Frantzreb

Remember- fundraising can be fun!

Fundraising is about making an emotional connection and finding the 'spark' to help inspire people to change the world. You are inviting people to join you, and all of us, and together enable girls and young women to develop their full potential as responsible citizens of the world.

