

Sofer On Site

The Seven Steps for a Successful Fundraising Campaign

Follow these simple steps and secure a successful Friend-Raising Campaign

Transform essential Fundraising from being unfriendly into **FriendRaising**! Organizations too concerned with digits, suffer a loss of character & commitment, while the cure cannot be derived from charts and diagrams. The challenge of "asking for money" is rebuffed by: "the economy is bad" or "I gave last year" etc. Often effort is made to avoid the fundraiser! Here is the formula to a profitable and long lasting Campaign! Follow these 7 Steps to bring financial dreams into reality.

1. Don't Ask, Rather Sell!

By shifting the focus from asking donors to give into selling something valuable, you eliminate fundraising negativities and gain donor interest. We can show you how to do it!

2. More Meaning - More Giving

A philanthropic enterprise is most successful when purpose includes passion and a direct personal connection. It should be an heirloom in the making! We can help you get excited!

3. Thank You Trigger

Upon waking every day, the first statement spoken is Modeh Ani - I am thankful. When thanking donors, say it loud, clear and immediately (and as often as you can). We all like to be recognized and appreciated, so there can never be too much. We are full of ideas on ways to say Thank You.

4. Plan First, Ask Later

"Time is your first friend - use it well". Adequate preparation will better the presentation, better the pitch, better the target and will offset problems along the way. Professional guidance in this stage is priceless. We have millions of Dollars of experience and are ready to share it.

5. Fill Up Your Store

Research shows that a full store increases sales. We like to see options. When identifying the items to "sell" in the campaign, be sure there are many, and they vary in value. Always have more than one on the shelf, you will see results at the checkout point. We have the Master List of items.

6. Know Your Product Inside-out

So what are you selling? Know all aspects of it, with why it is worth buying and which one is more valuable. Plan for all questions before they are asked. Know the potential pitfalls of the product and ways to offset it. We have the Project guide, with the manual, and will teach you how to use it.

7. Income Final Stop

We're all nosy, especially when it has to do with "where our money goes". Identify how the funds will be used; add a secondary exciting purpose. Transparency is honesty and will create trust in the Project and its goals. Follow the money and where it goes, there the inspiration is found. Ask us.



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