



**Fundraising Tips:**  
**2012**  
**National**  
**Farmworker**  
**Awareness**  
**Week**

This document was created to **support you in your efforts to fundraise for your event to support a local farmworker organization or to raise funds for Student Action with Farmworkers.** Fundraising is an important skill that can sometimes be intimidating-this document will help you feel more confident when asking for money for the cause of farmworker justice! Please call Nadeen Bir at 919-660-3652 or email [nadeen.bir@duke.edu](mailto:nadeen.bir@duke.edu) if you have any questions.

### **How to raise money the grassroots way**

1. Develop a goal for how much money you think you can raise for your event or for an organization that works to support farmworkers. Determine what items you will need donated to carry out your event.
2. Develop a fundraising plan. You can plan an event and invite your friends, family, co-workers, church members, etc. You can focus on online fundraising and send personalized messages to folks encouraging them to make a donation. You can also use Facebook or other social media to promote what you are doing and invite your supporters to your event.
3. Make a list of all the individuals and groups that could support your campaign. See *Who to ask*.
4. For a FAW fundraising event, make plans regarding space, food & drink, entertainment, speakers, Facebook promotion, equipment needed, etc. Create and send event announcements 2-4 weeks in advance. Give folks the option to donate even if they can't attend your event. Make follow-up calls or emails to make sure people received your event announcement and gather RSVPs. Send out a reminder to attendees one or two days before an event.
5. Ask local business to make in-kind donations of food or materials that you need for your event. See *How to ask*.
6. Send personalized thank you letters to folks who donate. See *Sample Thank you*.
7. Even if you are holding an event whose primary purpose is not to raise money, like a march, rally, or discussion panel, you can still take a moment to ask for donations and assign a person or two the task of making sure a donation basket circulates. Make sure people know what they are donating money for, as this will make them more likely to contribute.

## Who to ask

Many individuals, organizations and businesses want to be involved with supporting farmworkers, Latinos and immigrants, but don't know how. Providing them an opportunity to support your work financially is an easy, concrete way they can contribute to our important work. Plus, they get to support you in an exciting leadership opportunity.

**Family:** Your parents, grandparents, siblings, and other extended family will be excited to support a cause you believe in by giving whatever they can.

**Campus connections:** Professors, student union groups, student government, campus religious centers, Chancellor or other Administrator's discretionary funds, fraternities, sororities, dorms, Latin American clubs and social justice clubs are often willing to sponsor events or give to nonprofits.

**Community connections:** Local businesses, religious congregations, and civic clubs in your area often contribute financial support to nonprofits. Ask your church or temple to take up a special collection for this campaign.

## How to ask

Before you contact folks, take a few minutes to prepare yourself. Read up on what you're asking them to take part in. Decide ahead of time how much you'll ask them for. If you have already made a donation yourself, you can ask your prospective donors to match your contribution. Most individuals will donate between \$25-\$100 each, depending on their interest and ability to give. Most academic departments and religious congregations will give between \$100-\$500. *Practice your pitch and make sure to include your personal story and why farmworkers are important to you.*

### *Tips on Making a Pitch*

- *Make a personal connection*
  - *Smile (you want them to like you)*
  - *Make eye contact*
  - *Ask questions*
  - *Listen to what they say and respond accordingly*
- *Be Concise*
  - *Be able to deliver your pitch in a minute or less.*
  - *Less is more: resist the temptation to inundate them with details*
- *Practice your pitch!*
  - *Do it with a friend or in the mirror*
  - *Practice your personal story*
  - *Practice asking for money in a confident tone*

## Contacting & Meeting with potential donors

It is best to call or meet your contact in person. Depending on how well you know the person, you may consider sending a letter or email first and then following up with a call or visit. Visits are best with organizational donors, but calling is preferable with individual donors. Once you have an appointment you are ready to prepare for the face-to-face solicitation. **The purpose of the meeting is to get a commitment to give. It is fine for the conversation to go off on a tangent, but don't forget to actually ask the person to give.** As the solicitor, you must appear poised, enthusiastic,

and confident. If you are well prepared for the meeting, this will not be too difficult. If you are afraid you will not appear knowledgeable about the organization in responding to specific questions. It is fine to answer a question with, "I don't know, but I'll be glad to get you that information." Help the person to see that giving is a logical and natural extension of his or her interests and concerns. Ask the person questions, and carry on a conversation with him or her. "Do you know about \_\_\_\_\_?"

### **Asking for a Donation**

When you finally ask for the gift, look the person right in the eye and in a clear, bold voice, say, "Can you help us with a \$50 contribution?" or, "I am hoping you can give \$100-\$500." Remind them that donations are tax-deductible. Keep looking at the person, and don't say anything after you have asked for the gift. It is the person's turn to speak. Although it may seem like a long time between your request and his or her response, it is only a matter of a few seconds. Sometimes the person will say, "I'd like to help, but that figure is way out of my range." Your response can be, "What would you feel comfortable giving?"

### **If they say yes**

After you ask for the gift and get an affirmative answer, discuss how the person wants to make the gift. Perhaps they will give you a check right there, or pay online. Once these arrangements are made, thank them and leave. Send them a thank you note the minute you get home.

### **If they say no**

If they say no, thank them for their time, and ask them if there is another way they'd like to contribute.

**Whatever they say**, ask them if they know of others that may want to know about your organization and contribute to your work.

*Some information taken from the Alliance for Nonprofit Mgmt.*

**Below you will find a sample donation letter and thank you letter. Use them as a template, but be sure to put in your specific donation requests and organization's information.**

## Sample Fundraising Letter/In-kind Donation Letter:

Adapt this letter to ask for funds or for specific items you may need to carry out your NFAW event!

Dear \_\_\_\_\_,

I hope you are doing well! I am participating in National Farmworker Awareness Week March 25-31 coordinated by Student Action with Farmworkers. Farmworker Awareness Week is a national week of action for students and community members to raise awareness about farmworker issues on our campuses and in our communities.

I want farmworkers to have dignity in their living and working conditions and I need your support! I care about farmworker issues because...(write personal story)

My goal is to raise a minimum of \$\_\_\_\_\_ (or ask for specific items that you need) to support (name of organization) to .... Please consider making a \_\_\_\_\_ (put a specific \$ amount) tax-deductible contribution today.

I will be contacting you soon to discuss this request. Thank you in advance for your support.

Sincerely,

**Name**  
**Email**  
**Phone**

## Sample Thank you note

For every donation you receive, please send a hand-written thank you note. Thank you notes are crucial, because donors are more likely to give in the future when they feel appreciated.

*April 5, 2012*

*Dear Ms. Sánchez,*

*I would like to thank you for your recent contribution of (**enter donation amount or items**). Our National Farmworker Awareness Week Event was a success because of your contribution. We depend on donations from individuals to sponsor our events that call for an improvement in the working and living conditions of migrant and seasonal farmworkers.*

*I am grateful for your support!*

*Sincerely,*

*Carlita Safista*