Growing Your Supporter List

- Stranger
- Aware of Organization
- Website/Social Media Visitor
- Engages With Social Media
- Joins Mailing List
- Attends Event
- Contributes Financially
Growing Your Supporter List

- Always. Be. Asking.
- Opt-in on forms and surveys
- Raffles & donations
- On your website
- Ask in correspondence
- Gather at events
- Collect at training & info sessions

Regular Donors
Lapsed Donors
One-Off Donors
People Who Value You
Volunteers
Fundraisers
Cold

YES! I would like to be kept up-to-date on Charity X’s progress, events, fundraising and news!

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<thead>
<tr>
<th>Name</th>
<th>E-Mail</th>
<th>Phone</th>
<th>Postal Address</th>
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Call Structure

INTRODUCE & BUILD RAPPOR
THANK & ACHIEVEMENTS & CHECK DATA
FEEDBACK
PROBLEM
SOLUTION
ASK

Storytelling

changefundraising.com
Objection Responses

Common Objections:

- I can’t afford it
- Already signed up to another charity
- I don’t give out my details
- No credit card
- I’ll think about it or I’ll do it on-line
- I have to discuss it with my partner
- Charity Transparency

Listen & Empathise

Is this the real reason?
Find the reason & respond positively
Give A different reason to give
2nd Ask
Wait for Response
Boost Your Results!

- Use Their Name
- Be Personal & Be Human - They Are Unique
- Who Are You And What Value Are You Offering?
- Listen and Respond
- Prepare Physically & Mentally!
- Expect A Yes, Manage A No