



YPRC

YOUTH
PREVENTION
RESOURCE CENTER



FUNDRAISING GUIDE

**"The future depends on what you do
today." Muhamad Ghandi**

PREVENTION FIRST 



FUNDRAISING KIT OVERVIEW

Use this fundraising kit to understand your youth leadership group's work better and work on your “pitch” when you approach a potential fundraising source or sponsor. It is helpful to have marketing packets with information you can leave with potential funding partners. We suggest including the following information:

Marketing Packet

- Brochures
- Peer Leadership Group Overview- maybe a one-page explanation
 - Mission of Group
 - Goals
 - Activities
 - Target Audience
- Any information (copies of press releases, chapter brochures, etc.) specific to your leadership group

If you need more copies, please make copies of any of the documents included in the kit.

Fundraising Basics

Fundraising- (noun) raising assets and resources from various sources to support an organization or specific project. – The Association of Fundraising Professionals Fundraising Dictionary Online

There are many reasons people like to give to an organization or cause. Typically, donors will provide because of the ABC- Ability, Belief, and Contact. Look for the people who can provide, believe in your organization, and then ask them!

Potential Business Donors

- Businesses that have a stake in your work
- Businesses that would want to advertise to their audience
- Your vendors- banks, realtors, local companies, car dealerships, insurance providers, local animal clubs

Start talking about YPRC, your peer leadership group within the school, and your role as a member. Talk to family members, friends, local organizations, stores, or service providers that might be interested in the work of YPRC and the SAB.

Sponsorship Touches

Sponsor “Touches” refers to voicemail, email, or in-person conversations. Research suggests social media interactions, or no message left with a call do not count as a touch. A sponsor or potential donor will rarely respond or agree to donate after a first attempt. The average “touches” are four or more per sponsor or donor. Be respectful if someone asks you not to come back and ask them again. It is repetitive work.

Research states the importance of balancing types of “touches-” emails with calls, in-person with emails- to be most successful. It is crucial to change messaging for each of the “touches.” The mission and vision will not change; the message to communicate your need must change. For example, each time you contact a potential donor or sponsor, add more information. Materials are an essential tool to get another opportunity to talk with them. When you speak to someone, tell them about the organization, leave materials for them to look over, and then follow up with a call to see if they have any questions regarding the materials. Also, make sure your story fits with the person you are approaching.

Performing the Ask

Four Parts of an Ask- always answer the questions:

1. Why are you asking me to give?
2. What is the impact of my gift?
3. Why now?
4. Who says I should give?

It is essential to know your why and what when you are asking someone to give. Know your story, explain the importance to you, and impact the program has on an individual and community. Power of the Pause- provide them with time to talk. Identify a connection while you listen and figure out why they might be interested in connecting with your organization.

Be specific about where their money will go and assure them it will be spent responsibly.

Obtaining a Donation

Do not accept cash or checks made out to you! Cash cannot be tracked, so it is inappropriate to receive any cash payments.

Donations /Sponsorships can be tax-deductible. If this is an option, you must provide a receipt for the donation to confirm the donation. Discuss with your adult sponsor if this is an option through the school or leadership group.

Follow Up

“Thank before you bank!” Within 72 hours, make a personal thank you call or send a thank you note. Always follow up with a thank you. (The Funding Seed)

“Thank you” basics:

- Say thank you right away
- Be personal
- Give the donor credit (his or her achievement, not yours)
- Show (don’t tell) where the donor’s money went
- Repeat. And again- All year long

Tracking Donors

Good records are vital. A *pipeline* is a tool used to research and track sponsor/donor touches. Develop your pipeline by researching local groups that might sponsor or donate to a local peer leadership group. Examples might be:

- Banking and Credit
- Car Dealership
- Insurance
- Government
- Educational
- Health and Fitness
- Manufacturing
- Local Business
- Faith-Based Organizations
- Schools
- Fire/Police
- Real Estate



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Build Your Pipeline

Build a pipeline by categories. Ask yourself, “How many dentists are there in this community?” Manage your pipeline and grow it constantly. Keep it up to date as people leave the organization. There is an example of the pipeline on [page 7](#).

Label	Explanation
Company/Organization	Company or organization you will be contacting or contacted for your touch.
Address, City, State, Zip	Address for the company and organization.
Category	Identified category of the organization or company- medical
Contact Name	The person you spoke with at the company or organization.
Email	Contact’s email address.
Phone	Contact’s phone number
Date	Date of contact. Add a line each time you “touch” that contact.
Notes	Document any notes regarding the touch. For example, if they ask to at a particular time of year.

FAQs

- Do Not accept any cash! Talk to your group leaders as to who to make out the check.
- Practice your presentation and ASK; remember to make it personal to you.
- Bring materials with you to your meeting. Materials included in the packet and brochures.
- Review the YPRC website to talk about what the YPRC does, our mission, and our vision.
- Explain how the money will be spent.
- Talk to them about the “Four Cornerstones of Our Prevention Work,” which one means the most and why it is important to you.
- Ask if they have any questions and if you are unsure of the answer, promise you will get back to them with the information. Make sure to follow up with them promptly!
- Research who you are talking with and focus on those discussion points. For example:
 - Car Dealership- teen safe driving
 - Hospital- mental health substance abuse prevention

Sponsor/Donation Pipeline

Company/ Organization	Address	Category- media, insurance, etc.	Contact Name	Email Address	Phone	Date	Notes- history

Resources

Hoffman, Jeff. (2015) The Ultimate Guide to Prospecting: How Many Touchpoints, When and What Type. Accessed Online 10/4/2017.

Kennedy, Meredith. (May 2010) Fundraising 101. LEED Green Associate. Accessed Online 10/3/2017.

The Funding Seed, Greater New Orleans Foundation (Sept. 10, 2013) Fundraising 101. Accessed Online 10/3/2017.