Thank you for purchasing GIFT’s Raps that Raise Money Webinar-on-Demand with Mark Toney!

These are the PowerPoint slides. Please [click here](#) and enter the password GIFT2013mt to access the mp3 recording.

Please don’t hesitate to contact Jennifer@grassrootsfundraising.org or 510-452-4520 x302 if you have any questions.
The Grassroots Institute for Fundraising Training (GIFT) provides training, resources and analysis to help organizations raise more money and be accountable to their communities. We focus especially on groups working on social justice issues and based in communities of color.

Some of GIFT’s programs include:

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• Training and Consulting Services

• Money for Our Movements: A Social Justice Fundraising Conference.
Raps that Raise Money!
Raise Funds at Any Gathering

Grassroots Institute for Fundraising Training
Fundraising Webinar• Mar 29, 2013
Mark W. Toney, Ph.D., TURN Executive Director
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Mark Toney Fundraising Background

• Fundraising Responsibilities at Work
  – WAGE: Workers Association for Guaranteed Employment
  – CTWO: Center for Third World Organizing.
  – TURN: The Utility Reform Network.

• Fundraising Training Experience
  – Compass Point: Coaching for Fundraisers of Color.
  – Founding GIFT training team.
  – My two boys.
Who is Attending Webinar?

• Introduce your name and organization.
  
  – Where are you located?
  – Key social justice priority?
  – What do you want to get out of today’s Webinar?
Planning a Rap for Your Next Event

• Ticket sales only scratch the surface of fundraising potential.  
  – Adding a pitch can easily raise an additional $1,000–$10,000.

• Select an event you are already planning.  
  – Annual dinner.  
  – Public performance or open house.  
  – Speaking engagement.  
  – Recognition or awards reception.

• Set a concrete fundraising goal.  
  – Adding a pitch can easily raise an additional $1,000–$10,000.
Create Fundraising Materials

• One hand–out that makes the case for giving.
  – Organization brochure.
  – Campaign outline.
  – Event program.

• Simple donation form for people to fill out and return.
  – Cash.
  – Checks.
  – Credit Cards.
  – Monthly Programs.
  – Pledges.
Don’t Forget: Collect Contact Info!

• Collecting contact info is more important than cash.
  – Sign in sheets with name, email, phone, address.
  – Consider contact info as price of admission to events.

• Email or snail mail a Thank You to everyone who attended.
  – Provide them another opportunity to give again.
  – Invite them to next event.
Prep for Your Ask in Advance

• Select initial amount you are going to ask for.
  – Should be $100 minimum. Can be up to $500.
  – Goal is to get 10 donations at that amount. Some more, some less.

• Tips to get the ball rolling.
  – You should volunteer to make announce your donation right then.
  – Recruit three supporters as “shills” who will volunteer a donation.

• Recruit volunteers to help with logistics.
  – You need a few volunteers to collect checks while you talk.
  – It is best to have volunteer stationed by the exit with box for checks.
Effective Raps that Raise Money

• Welcome/Introduction.
  – Introduce yourself. Thank folks. Remind them of event purpose.

• Lead with Key Messages.
  – Appeal to values: Social justice, youth leadership, vision of future.
  – Highlight key victory or accomplishments. 1 or 2 only.

• Ask for donation of specific amount ($100 or more)
  – Remind them of worthiness of cause and their value of supporters.
  – Make first gift yourself and ask for 10 people to match your gift.

• Repeat the invitation for contributions.
  – Give progress update. Do a count down of needed donations.
  – Ask people to make donations, both higher and lower.
Tips for Effective Event Pitches

• Clear fundraising materials do make a difference.
  – However, materials are not necessary to make an ask.

• A fundraising rap will raise money at any event.
  – Hell of a lot better than selling candy bars or raffle tickets.

• Always remember to thank people who give.
  – Donation is beginning of relationship, not end of transaction.

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