



Social
Sector
Support

Prompt sheet for fundraising relationships: Build Rapport

**The Goal:
To be
remembered
and liked...**

In person

Ask questions, be interested in them. Try and find some common ground.

Tell me a bit about yourself?

Who was your hero growing up?

Where did you grow up? Or What do you love about living here?

What do you enjoy most in life?

What are your hobbies/do you enjoy doing in your spare time?

What is something people would be surprised to learn about you?

Do you know anyone who has experienced (insert cause area) and how was that?

What changes do you believe would make the world/local place a better place?

What actions do you think would best cause the change you envision?

In writing

Speak to their problem or their values, don't talk about yourself yet.

Who are you writing to specifically? Give them a name and imagine who they are (it doesn't matter if this doesn't fit everyone, it will fit someone and someone will feel seen, heard and understood.)

Tell a story that they will be able to identify with.

Do you love....?

Today was a good day because....

You know when....

Do you know anyone who....?

Use a quote to get you started: a charity leader said to me last week that she "couldn't do three jobs anymore", she was exhausted.



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Prompt sheet for fundraising relationships: Showcase Impact

**The Goal:
Give a taste
of your
work... leave
them
wanting to
know more**

In person and in writing

Tell a story about the difference you make, the value you bring.

Show your work, don't explain it.

This should be VERY quick and leave them wanting to know more.

Ideally it should be a story of transformation and should include the voice of direct lived experience.

It should be relevant to them. Don't tell them about Joe if they would be more interested in Sue. Have a couple of case studies available to you.

Use a story telling formular:

Beginning: before, middle: transformation, end: impact of change.

This could be a story about them, the donor:

Problem: we change lives, but we are struggling to meet demand/have just lost funding.

Agitate: The people we work with say our impact is life changing.

Solution: It costs just £ to support a person for a day, do you know anyone who would help? how many people could you support today?



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Prompt sheet for fundraising relationships: Ask

The Goal:
Be clear.
Don't be
scared to
ask.

The Goal:
Close the
deal

This could be a story about them, the donor:

Problem: we change lives, but we are struggling to meet demand/have just lost funding.

Agitate: The people we work with say our impact is life changing.

Solution: It costs just £ to support a person for a day.... Do you know anyone who would help? How many people will you support today?

In person

What do you think about _____?

Can we brainstorm this idea?

Tell me more about that?

What do you think of our plans?

Are you ready to talk about supporting this project?

Are there others in your circle we can connect with who might want to join us in this work?

Who else should I be talking to?

What haven't I asked that I should?

What are we not asking you for that we should be asking for?

Would you consider making a gift of £? to this project?

In writing

Do you know anyone who cares about....?

Are you ready to change lives/give survivors hope?

How many people will you support today?

Would you like to be part of (insert vision here)?

Only one ask per communication – keep it simple.

Don't forget to repeat the ask in different words as a P.S.



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Prompt sheet for fundraising relationships: Next steps

**The Goal:
Make friends**

Thank you

Don't forget to get their details and follow up properly. Showcase the impact that they have made to your organisation.
Consider asking again within a month (statistically worthwhile).
Make sure that you keep communicating with them long-term. Finding donors is harder than retaining them.

BUT this is a partnership, they are choosing to support you because it meets their needs. You do not have to be too grateful.

If they say no...

Are you sure?
We are trying to raise £ so that (reason) are you able to help us achieve that?
Can I ask you again at another time?
Would you be able to help in another way?

This could be a story about them, the donor:

Beginning: You may not realise it today but, your generosity means that....

Middle: Transformation of people's lives/ impact of the donation here....

End: Describe the ideal donor/charity relationship you would like to see here.... We would love to see you at our annual event/ We would love to collaborate with you further on addressing these challenges.... We hope that you will enjoy being part of this work... Would you like to meet the team?