

The Art of Asking

Social Movement Fundraising: Leveraging Existing Tools

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Objectives:

- Understand the state of fundraising at Development and Peace
- Understand motivations for giving and donor profiles
- Access fundraising resources online
- Practice asking individuals and/or audiences for donations in support of Development and Peace

Fundraising at Development and Peace



A Donor's Journey with Development and Peace

A Life Time of Engagement



Reflection: What drives an individual's engagement?

- **As a member, I care about:**
 - Social Justice
 - Justice for women
 - Ecological Justice
 - Peace and reconciliation
 - Democracy and citizenship participation
- **As a potential member or donor, I care about:**
 - Catholic Social Teaching
 - Human rights
 - Making the world a better place
 - Humanitarian aid/crisis response
- **D&P's work aligns with my values as a:**
 - Catholic
 - Preferential option for the poor
 - Solidarity
 - Engagement
 - Human dignity
 - Empowering communities to engage in civic participation
 - Christian
 - Person of faith
 - Human rights activist
 - World citizen

Reflection: What motivates someone to give?

Donor type	→	Key Motivation
Loyal supporter	→	I give because I care about the cause
Ad hoc giver	→	I give because I'm asked
Good citizen	→	I give because it's the right thing to do
Faith-based donor	→	I give because it reflects my values and is a part of my faith/tradition
Engaged champion	→	I give time and get my friends involved
Benefactor	→	I give to lead by example
Thoughtful donor	→	I give to make an impact

Available resources to assist in fundraising:

- [Institutional PowerPoint presentation](#)
- [Institutional Annual report](#)
- [50 Years of Solidarity](#)
- Share Lent [campaign materials](#)
- After the Storm – Philippines documentary
- Emergency campaign materials: [Peace in Syria](#), [Haiti: Five Years of Action](#)
- Share Year Round [brochure](#) and [web page](#) (monthly giving)
- [Legacy of Hope](#) web page (planned giving)
- [Fundraising tools](#)
- [THINKfast](#)
- [Canada Helps](#) (external fundraising tool)



Share This Page



Development and Peace joins Martin Blanchet's 75 Years Celebration

Martin has been an active member of Development and Peace for 10 years at the Parish, Diocesan, and National Levels. In 2013 he participated in a Solidarity trip to Madagascar that allowed him to listen and learn to about the work that Development and Peace supports in the communities it serves. He continues to generously share his time, talent, and treasure with the organization and is personally committed to the vision of educating the Canadian Catholic community on the plight of the poorer nations as well as offering sustainable development options.

8supporters [view all](#)**\$1,025**

raised of \$7,500 goal

1 week, 2 days

to go

Fundraiser Ends
March 15, 2018[Donate Now](#)[Donate Now](#)Supporters **8**

Getting Down To Business

Social Movement Fundraising: grassroots fundraising, THINKfast

Donor profile: New Donor (First Gift)

Key characteristics

- Familiar with D&P's work (ad, newsletter, web visits, events, member)
- D&P's mission and projects resonate with core values/beliefs/interests

Appropriate tools

- Institutional Annual report
- Campaign materials
- Fundraising tools

Opportunity to emphasize

- Emergency campaigns
- Share Lent campaign
- Fall campaign
- Christmas appeal
- Community development projects

Points of contact

- D&P staff
- Members
- Web site
- Social media
- Newsletter
- Clergy (parish, school)

Donor profile: Monthly Donor (Share Year Round)

Key characteristics

- Familiar with D&P's work (ad, newsletter, web visits, events, member)
- D&P's mission and projects resonate with core values/beliefs/interests
- *Demonstrated engagement* (membership, advocacy or regular giving)

Appropriate tools

- Institutional Annual report
- Campaign materials
- Fundraising tools
- *After the Storm - Philippines documentary*

Opportunity to emphasize

- Emergency campaigns
- Share Lent campaign
- Fall campaign
- Christmas appeal
- Community development projects

Points of contact

- D&P staff
- Members
- Web site
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- Newsletter
- Clergy (parish, school)

Tips

- **Personal story: talk about your personal experience with D&P**

- What about D&P's work resonates with you?
- Why is being involved with D&P important to you?

- **Relationship building**

- A lifetime of engagement
- D&P builds long-term relationships with supporters (members, donors, partners)
- Ask questions, engage in conversation

- **Don't be afraid to ask**

- Please, give generously
- Asking for support can be a positive experience
- [The Spirituality of Fundraising](#) may help formulate your ask
- Asking does not mean that the other person must give, and that's ok

- **Fundraising is not for everyone**

- If you are not comfortable, there are other ways to support D&P

Practice: role playing

1. Split out into small groups

2. Pick a theme and create a 2-3 minute skit about:

Asking either an individual, a friend or an audience to donate to D&P:

- For Share Lent campaign
- For an emergency campaign
- For Share Year Round

3. Practice (10 minutes)

4. Presentations (2-3 minutes)

5. Sharing your experiences

Q&A

- What fundraising strategies have you implemented successfully?
- What are fundraising strategies would you suggest avoiding?
- What can D&P do to help you in these endeavours?

THANK YOU

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