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|  | Phone: 865-692-0716<br>Fax: 865-692-0718 | Web: <a href="http://www.scoreknox.org">www.scoreknox.org</a><br>Email: <a href="mailto:counseling@scoreknox.org">counseling@scoreknox.org</a> | Greater Knoxville SCORE<br>Suite 450<br>412 N. Cedar Bluff Road<br>Knoxville TN 37923 |
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## **Fundraising on a Shoestring**

*Ten ways to raise money when you have little or none to spend.*

1. Put a return envelope in your newsletter. Many donors will respond to the stories in your newsletter if you make it easy for them.
2. Put a return envelope in your thank you letter. Many donors will give to you every time you ask.
3. Ask donors to give monthly. This is a great way to increase a donor's annual giving and their loyalty to your organization at the same time.
4. Put an acknowledgement plan in place. By thanking donors sincerely and timely, you'll smooth the way toward their next gift.
5. Ask your donors to include you in their will. You'll probably have to wait a while for a gift, but when it comes, it will be worth the wait.
6. Hold a house party. Ask Board members, volunteers, or donors to have a dinner in their home and invite their friends. Have a staff person do a short presentation on your organization followed by a testimonial from the evening's host. Then, give the guests the chance to make a gift.
7. Do an "Easy Thousand." Get ten Board members, volunteers, or donors to each ask ten people for \$10 each. You can change this to \$15,625 by changing the numbers to 25 people asking 25 people for \$25 each. This can also give you a bunch of new donors.
8. Hold a "Change for Change" event. Ask local civic groups, church groups, or businesses to collect spare change for you on a certain day (every Sunday in May or Friday, May 5<sup>th</sup>, etc.)
9. Hold a "Non Event" (Example: "No Ball at All"). Create a fictitious event and have Board members, employees and volunteers ask people to buy "tickets" to this event that won't take place.
10. Offer a Holiday Gift Card. Let your donors know that they can make a gift to your organization in someone's honor for the holidays and that you'll send the recipient a card telling them about the gift and who it was from.

*The information in this handout was provided by Sandy Rees, CFRE, a Fundraising Coach. She can be reached at (865) 216-0083 or her web site is [www.sandyrees.com](http://www.sandyrees.com)*

The material in this publication is based on work supported by the U.S. Small Business Administration under cooperative agreement SBAHG-04-S-0001. Any opinions, findings and conclusions or recommendations expressed in this publication are those of the author and do not necessarily reflect the views of the U.S. Small Business Administration.

Updated May 2006  
George Hannye