

When Asking for Money...

1. **Practice first with a friend** (see page 26).
2. **Maintain high ethical standards.** Don't ever lie. This will affect the future relationship with your donor and give YAYA a bad reputation.
3. **Ask for contributions face to face.** It's much more effective than an email or a phone call. People will feel a stronger connection with you and with your cause.
4. **Introduce yourself and introduce the organization.** Use the *What is YAYA training* to ensure that you feel comfortable describing the organization, its mission, and its vision. Practice speaking about your values and letting people know why you care about the organization and why it's important to you.
5. **Talk to people about your shared values, and about something that motivates them.** People give with their hearts and to other human beings.
 - a. Stress the need. What is the problem that you are working to solve? What are you trying to change?
 - b. Describe the solution that you support. In YAYA, this will always be a farm worker led initiative. Talk about the importance of allies taking action in order to achieve this goal.
 - c. Create a sense of urgency. What is the impact of the problem on farm worker communities? In your community? In your life?
 - d. Call to action. Although you can list a few options, if your goal is to fundraise, ALWAYS focus on asking people to make a donation.

6. Be direct, specific, and polite.

- a.** Describe how the donation will be used and how it will be helpful to your cause.
- b.** Ask for a specific amount and aim high (but reasonable). It's better to ask for too much than for too little. Also, remember that as you build a relationship with the donors they will likely increase their contributions.
- c.** Show appreciation. If they can't give a donation at this time, thank them and list other options to take action. If they want to give, thank them and let them know how valuable their donation is.



- 7. Say thank you.** After you receive a donation, always send a thank-you card, preferably with a photo of the campaign/project that you were fundraising for- this will encourage future donations.

Ask the YAYA coordinator if they have a thank-you card specific to the campaign/project and a receipt for tax-deductible donations.

- 8. Nourish the relationship.** The following steps will help you build relationships with your donors. Remember, we don't just want donations; we want long-term donors and supporters.

- a.** Enter your contact's information on our *Highrise database*. Add a note with the date and description of the ask. Include whether or not they were able to make a donation. If they did, list the items donated or the monetary amount. This will help you keep track of your donors as you develop a relationship.
- b.** Enter your contact's information in the appropriate list on *Constant Contact*. This will allow YAYA to keep in touch with them through our e-mail action alerts where they will be able to see their donations in action!