



**PRIZMAH**

Center for Jewish Day Schools

# **The Busy Volunteer's Guide to Fundraising:**

## **Helping Your Busiest Volunteers Be Successful**

Prizmah Conference

Atlanta, Georgia

11 March 2019 – 10:45 to Noon

International Salon 8

Kay Sprinkel Grace, FAFP



“One of the big myths about philanthropy is that it's all about donating funds for a cause. I like to look at it quite differently. Philanthropy is about 'giving' - not just in monetary terms but also in non-monetary aspects, like time, ideas, or being a volunteer. Donating money is just a small part of philanthropy.” *Pankaj Patel*





# Agenda

## What we will cover....

- › Your expectations and best outcomes of our session
- › How to raise the confidence of your fundraising volunteers
- › Conveying the truths about people's willingness to give
- › Encouraging your volunteers to get involved
- › Questions, summary and close

# A Dozen Truths that Can Inspire Your Volunteers (and there are 31 more!)

*From “The Busy Volunteer’s Guide to  
Fundraising” –*

*Kay Sprinkel Grace, Emerson & Church, 2017*



# The Key Truths



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1. Donors give to your organization because you meet needs, not because you have needs. *Your volunteers are asking for investment in a strong organization. Talk about impact, not need.*

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2. Fundraising is as much about relationships as it is about money. *Volunteers are the best relationship builders: they are parents, they are in the community.*

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3. Individuals are the largest source of gifts, not foundations and corporations. *80% of the philanthropic gifts in the US come from individuals – they are our best source for investment in our schools.*

# More Key Truths



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4. Yours does not have to be a household name to attract a donor's attention. *Donors are looking for one crucial factor in their philanthropic investments: impact. Tell your stories. Tell how you have changed lives.*

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5. You can raise substantial money even if you don't know any wealthy people. *We have so many examples of small gifts making a big impact: but it takes imagination, outreach and inclusion. It works!*

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6. You have to give before you can ask. *It's true. You cannot say, "join with us" or "be part of our school's future" if you have not given – at whatever level is good for you – before you start asking others.*

# And More

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7. All volunteers need fundraising training specific to their organization. *No matter how much experience as volunteer has had, s/he has to learn your case for support and understand parent and community interests and concerns.*

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8. For big gifts, you need to ask in person. *That is the rule – and there are exceptions, of course. But the most effective asks are in person, with two people calling on a prospect (or prospects) and having a conversation.*

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9. To attract donors, you need to tell your organization's story. *People respond to stories. They may eventually want or need statistics to make their decision, but it is the story that engages them. It is what they will remember.*

# And More!

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10. Special events aren't the most effective way to raise money. *They are transactional, not transformational – and the cost per dollar raised is more than 50 cents – we do them for other reasons.*

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11. Everyone has to be involved in resource development: volunteers, board and staff. *Fundraising is a team sport – it takes board and staff as well as volunteers to have a successful fundraising program.*

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12. There are no "right words" when asking. *Volunteers should be themselves. Know the stories. Know how to ask. Be a good listener. Respond appropriately. The "right" words will come: your words.*





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## Q & A

Quick overview of other truths from the book





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## Thank you!

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