

FUNDRAISING PACKET CHECKLIST

Please use the checklist below to confirm that you have all of the necessary fundraising information. Next, take a few extra minutes to review each item so that you have an understanding of how we are asking each family (or individual) to participate. If you have any questions, please contact your principal or Kelly Wilde at wildek@ma-kc.org or by phone (913) 631-0637.

- How to Participate – A one-page summary on how to participate in the fundraising campaign.
- Have You Thought of These People to Sponsor You? – A list of people that you may know and to whom you can send an email asking for a donation.
- The Follow-Up Phone Call – A one-page summary explaining the importance of making a follow-up phone call and suggestions on what to say.
- Frequently-Asked Fundraising Questions – A one-page description of a few of the most frequently-asked questions pertaining to our fundraising event.
- A list of Incentives

HOW TO PARTICIPATE

Following are a few simple steps that will explain how to participate in our Beyond the Walls fundraising event. If you have any questions, please contact your principal or Kelly Wilde at (913) 631-0637.

Using the “Have You Thought of These People to Sponsor You?” list to jog your memory, collect the names and phone numbers of at least 30 potential donors with whom you have a relationship (e.g. family, friends, business vendors, etc.). Do *not* exclude anyone simply because you *think* they won’t give. Remember, people give to people based on a relationship! Often times, the people who we think *won’t* give actually *do* give, and often give more than we would have thought possible. To reach our fundraising goal we will need to have families return to the school a total of of at least 3,000 letters.

1. We are asking every student or family to make their best effort to complete 15 support letters. Fill out the student’s name, grade, and the name of the potential donor after “Dear _____.” Sign your name after “Sincerely.”
2. If you’d like to, put a photo of your child(ren) in with each letter. Some people that do not live close by may not have seen your child(ren) in awhile and will appreciate receiving the picture. Also, younger children can draw a picture on the back of the letter to make it more personal, while older children can write a short note on the front of the letter.
3. Address an envelope to each potential donor and stamp the envelope. If you have more than 20 completed envelopes, please bring them to the district office and we would be happy to postmark and mail them for you.
4. Put the corresponding support letter, the smaller envelope addressed to MCA, and any picture in the larger envelope and seal.
5. If at all possible, please return your letters to the school office by March 9 to be mailed.
6. Approximately 6-7 days after returning your letters to the school, place a follow-up phone call to each person to whom you sent a letter. The purpose of the follow-up phone call is to simply determine if your friend or family member has received your donation request. The follow-up phone call is just a gentle reminder, and many people will make a donation soon after receiving the follow-up call. Whether they do or don’t make a donation, make sure to say *Thank You*.
7. Don’t forget to make your personal donation by March 9, or as soon as you are able. Remember that this gives you the “right” to ask others to support you! The suggested amount is \$100/family.
8. Please make every effort to complete your follow-up phone calls by Tuesday, March 21.
9. People may also donate using the **Donate to MCA** button on our website or by going to <http://bit.ly/mca-donate>. Please put the student name and grade in the section labeled “In Honor of” so that the student receives credit for the donation.

Have You Thought of These People to Sponsor You?

- Grandparents
- Aunts/Uncles
- Godparents
- Hairdresser/Barber
- Doctors
- Lawyer
- Insurance Agent
- Sorority Sisters
- Banker/Loan Officer
- Business Vendors/Suppliers
- Printers
- Financial Advisors/Stock Broker
- Golf Staff
- Friends
- Neighbors
- Cousins
- Sisters/Brothers
- Boss/Co-Workers
- Dentist/Orthodontist
- Accountant
- Real Estate Agent
- Fraternity Brothers
- New/Used Car Dealer
- Customers
- Auto Mechanic
- Teachers
- Golf Partners
- Repairmen (plumber)

To assist you in compiling your list, you may want to look through your...

- Email Program Contact List
- Smartphone Contact List
- Business Contact or Vendor List
- Christmas Card List
- Wedding List

Fundraising Insight:

Don't pre-judge who will or will not give; sometimes the people you don't think will donate are the ones who make the largest donation. People appreciate the opportunity to give back and to support worthwhile causes.

THE FOLLOW-UP PHONE CALL

The follow-up phone call is one of the most important steps in the fundraising process. If phone calls are not made, the typical response rate will be about 10% to 15%. However, if follow-up phone calls are made, the overall response will likely exceed 60%! This represents at least a four-fold increase in the amount of money that can be raised by your school. We recognize that making a follow-up phone call can be slightly intimidating for some people. However, we want to assure you that it is a fairly simple process once you make your first couple of calls. Here are some tips:

The purpose of the follow-up phone call is to simply determine if the person has received your letter and if they are able to make a donation to your organization. The follow-up phone call is not meant as a high-pressure sales pitch. Remember: you are asking for a donation for a cause that you believe in, and you are asking people that already know you and like you!

1. What do you say when you get your prospective donor on the other end of the phone? First, keep things simple and relaxed. After all, you already know the person you are calling. Simply say something like the following: "Hello, Uncle Joe, this is Tommy. I was just calling to follow up on the fundraising letter I sent you last week. I'm trying to raise \$1,500 (or I'm trying to help my son, Alex, raise \$1,500) through personal sponsorships. I've already sponsored myself for \$100. Would you be willing to sponsor me (or Alex)?" Typically, the response will be along the lines of, "Oh yeah, I received that letter. I will send that in tomorrow." Or, he may respond by saying, "Oh yes, I received that letter, but I am unable to make a donation at this time." In either case the conversation will probably be quite short. And regardless of his response you will want to thank him (or her) for his consideration.
2. While likely not as effective, another option is to make calls BEFORE you send your emails. These calls are similar to follow-up phone calls, but instead of asking if your potential donor has received your letter, you are asking if they would be ok with you sending them a support letter. An example is, "Bill, this is Cathy. I'm part of an important event to raise money for my school. My goal is to raise \$1,500 through personal sponsorships. Would you mind if I send you a letter explaining our fundraising event? Thanks in advance for anything you are able to do to support our organization."

FREQUENTLY ASKED QUESTIONS

Q. How do I raise the goal of \$1,500?

A. The goal of \$1,500 is just that...a goal. That being said, raising \$1,500 is an attainable goal if you follow the fundraising process that has been described...in other words, sending out 30 letters and making 30 follow-up phone calls. For example, if a family or individual sends out 30 letters and makes 30 follow up phone calls, it is not unusual to achieve a response rate of over 70%. Therefore, if 20 donations are made to your organization at an average of \$60 per donation, this will result in \$1,200 raised. Add in a few larger donations (e.g. \$100-\$250), and you can see how it is not that difficult to raise \$1,500!

Q. I really don't like fundraising. Is there some other way to participate?

A. Of course there are ways to help plan and organize your fundraising event. To help your organization reach its fundraising goal, however, we are asking each fundraiser to make their best effort to send out 30 letters, to sponsor themselves, and to make a follow-up phone call to each person receiving your request.

Remember, this event is not only about raising much needed funds, but it also provides you a wonderful opportunity to tell others about your organization. If everyone will send out letters and make a follow-up phone call, the fundraising goal of \$70,000 will be reached!

Q. Why do I have to make a follow-up phone call to each of my prospective donors?

A. The simple, one-word answer is: results. If a person sends out 30 letters and does not make any follow-up phone calls, the overall response rate will be around 10% to 15%. On the other hand, if a person makes a follow-up phone call to each prospective donor, the overall response rate increases to at least 60%! This means your organization can raise at least 4x more money if everyone that is participating will make a follow-up phone call to each of their prospective donors.

Q. Won't people be offended if I ask for money?

A. Not at all. The worst thing that can happen is that someone simply says, "No." In fact, people will generally have a greater respect for you because you were willing to ask for a donation for a cause that you believe in so strongly.