



Fundraising – making
the most of what we've
got

Working together we are stronger



What is fundraising?

“... When we seek to raise funds we are not saying,

‘Please, could you help us out because lately it has been hard.’ Rather, we are declaring,

‘We have a vision that is amazing and exciting. We are inviting you to invest yourself through the resources God has given you – your energy, your prayers and your money – in this work to which God has called us.’”

Henry Nouwen, *The Spirituality of Fundraising*

So what have we got?

Mothers'UNION
Christian care for families

Mothers' Union Coffee
Morning

Monday 12 April 2011
10 to 11.30 am

St Hilda's Church Hall

How can we get the most out of the humble coffee morning??

- Show what you are raising money for – the benefit.
- Uses stories of families lives that have been changed as a result of what you do.
- Engage people in conversation.
- Don't be afraid to ask for money.
- Take people's details to follow up.

Make a Mother's Day 2012



Back to basics steps

- Who do you want to talk to and why?
- What do you want to say to them?
- How do we want them to respond?
- How are you going to say it?

Who do we want to talk to?



What do we want to say to them?

Mothers' Union does amazing work all over the world.

- Over 2 million children in the world die every year through diarrhoea. That's 228 children every hour.
- **Will you give a gift of just £15 this Mother's Day to give a mother simple lifesaving skills?**
- Mothers' Union's Family Life Programme has helped Beatrice to work out simple solutions to improve her children's hygiene. Beatrice no longer fears her children will get diarrhoea and become just another statistic.
- **Give a mother, like Beatrice, the gift of life.**

The power of an image



How are we going to say it?

- Write to people
- Web site and online communication
- Insert the catalogue in Christian magazines and newsletters
- Posters and displays
- Members passing out the catalogue

Key challenge

- To make the most of our existing events and activities.
- To build long term relationships.
- To tell as story.
- To have the confidence to ask people to give.

Keep talking

- Give people the opportunity to respond
- Thank them
- Keep the communication going tell them about what their support has achieved
- Ask them to give again, come to an event or become a member

Communication is about relationships

How did you become a Mothers' Union Member?



Are you going to keep the secret or
spread the word?

