

## Ten Inspiring ideas to help you fundraise

1. **Ask for money!** Why do most people give to charity? Because they are asked. People respond when they see a need.
2. **Tell a story.** Use quotes and personal stories - they are more powerful than dry facts.
3. **Show what the money will go towards and how it makes a difference.** People want to see how their money will make a difference. This also helps to show what Mothers' Union is doing and how we are making a difference. Even if people don't give, it helps change our image.
4. **Use pictures.** A strong image really can tell 1,000 words.
5. **Keep the message simple.** We can't explain the whole of the Mothers' Union in one talk, letter or PowerPoint but we can get one message across.
6. If you are writing a letter or designing a leaflet or newsletter **pull out key facts in bold or a different colour** so the reader goes to that area.
  - a. 'This is just one story - over the years X charity has been there for tens of thousands of families **but we need to be there for so many more.**'
7. **Make it easy to give.**
  - a. Keep donation forms clear and simple.
  - b. If it is an event make the forms available and make it clear where to put the donation.
  - c. Clearly show the contact details, telephone number and web address.
8. **Ask for a specific donation** but give people the option to give more or less.
  - a. We are asking everyone here today to donate £10, but please feel free to give what you can afford.
9. **Build relationships with supporters to ensure long-term income.** Collect names and addresses. Make sure you ask for Gift Aid and include a data protection statement. Gift Aid envelopes are a useful way to gather details as long as they have the correct data protection statement on them.

[tick box] We would like to keep you up to date with the work of Mothers' Union in your local area. If you would not like to receive further information please tick here.

10. **If you collect a name think about how to build a relationship with that person.** What area of Mothers' Union are they interested in? Do they want to become a branch member, do an event or give some more? Fundraising is often just the start of a relationship.