

# What inspires you to give?

## Top 10 fundraising tips

1. Ask for money!
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.
4. Use pictures - a strong image really can tell a 1,000 words.
5. Keep the message simple - we can't explain the whole of the Mothers' Union in one talk, letter or power point 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. 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.
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?