

Three tips for asking for donations

Is this your first fundraiser? Are you nervous about asking for donations? Don't worry, every fundraiser gets nervous sometimes. Here are some tips on getting over that fear when asking for donations.

1. Be specific

Attention isn't won by being vague! Let your potential supporter know why you're supporting ShelterBox with your challenge and what their support would mean to families around the world. After that, be specific about what you're asking them for! Let them know your goal and why that's the amount that you're trying to reach. A full ShelterBox may cost \$1200, but did you know a Water Filtration system costs \$108 or a set of solar lights is only \$50. Ask your supporters to help you out by filling a box with specific items to reach your goal. Being clear and showing exactly what their support means to your goal and families around the world will help with their hesitations.

2. Be Personal

When asking for donations, remember that each person's motivation to give is different. Making the ask as personalized as possible is a key to success. Understanding why a person cares about your goal or the work that ShelterBox does can help you to shape your ask and inspire donations. Does this person have a passion for clean water? The ShelterBox contains a water filtration system to allow families to have access to clean drinking water. Does this person have a passion for women's entrepreneurship? Tell them the story of Fatnizar from Indonesia, for whom a ShelterBox tent became both her home and allowed her to reopen her tailoring business under its awning. Being able to connect a potential supporter to the cause inspires more support towards your goal.

Understanding the reservations someone might have helps you to address their needs more effectively. Some people may worry that they can't make a large enough donation to make a difference. You can address this concern by explaining to them how every dollar makes a difference, just \$35 provides a Mosquito net to reduce a child's risk of insect-borne diseases. By addressing this concern and listing specific aid that can be paid with small donations, you can get more people to contribute.

3. Don't be scared of "No"

As Wayne Gretzky said, you miss 100% of the shots you don't take. You also won't get a donation from everyone you ask, but that's okay. It doesn't mean there's anything wrong with you or your ask, some people may not be able to or want to give! Other people may want to support you, but just forget to. Understanding this, you can politely follow up with those who didn't give when you first asked.

And of course, your passion for the work that ShelterBox does will always win potential supporters over, so have fun with it!

