



# B-SIF

Effective Retail Fundraising Strategies

# Announcements

- Cross Introductions
- Go through your assignment briefs
- Schedule a call with me: <https://calendly.com/irfan-bashir-shah>

# Topics Covered

- Managing donor relations
- Building your community
- Do's and don'ts in fundraising
- Individual fundraising best practices
- Digital and Offline Strategies

# **What as per you are the best and worst fundraising practices in terms of effectiveness?**

Each team comes up with 2-3 each

# Managing Donor Relation and Building Your Community

~ By Sujitha

# Dos and Don'ts in Fundraising

Fundraising is also about avoiding what not to do. Why?

# The Don'ts



- Don't right away post your fundraiser on social media
- Don't stop once the goal is raised
- Don't only think about the donor's first donation
- Don't forward donation appeals
- Don't ask for money directly
- Do not shy away from making phone calls to at least 50 potential funders
- Don't neglect the anchoring effect (suggest a donation amount)
- Don't write long and complex donation appeals for DMs
- Don't make too many appeals in a year. Donor fatigue is real.

# The Dos



- Your campaign should have your name and photo in it
- First donation should be your
- First donation should set the benchmark
- Always start with your close circle first
- Your closest circle should be more than just your donors
- Make a conversation not an appeal
- Make small talk, lots of it before you make an appeal
- Respect when someone says no
- Follow up at least 5-6 times if someone has conveyed interest
- Leverage the bandwagon effect
- Do use the name of the person 4-5 times in the conversation
- Tag people on social media posts
- Convey the importance of timing

# Communication Channels

- Telephone calls
- Face to Face
- Zoom/Gmeet sessions
- WhatsApp/iMessage/Messenger DMs
- Social Media Posts

# The Sequence

## How to approach donors

01

### Make Small Talk

Making initial contact with the donors in a crowdfunding campaign is crucial as this will set the tone for the rest of the campaign. Doing your research on the course of the campaign and its ultimate impact will help in building rapport with the donor.

02

### Introduce Cause

It is extremely important to talk about the cause and the organization leading the campaign. Talk about the cause through its impact; numbers, narratives and more. Make sure to talk about it sensitively as it involves actual lives of people. Additionally, talk about the organization and the work it has done thus far.

03

### Follow through

Following through with donors is also a vital step of the process. Reminding them in a timely manner so that they do not forget about the cause is necessary to ensure that the campaign receives funds on time. Furthermore, keep them in the loop on the targets and milestones of the campaign even after they have donated. This helps with building a long-term relationship with donors that may be potentially important for both the cause and the organization.

04

### Create Urgency

Communicate the urgency and the time sensitivity of the campaign. Provide them with an immediate action plan that helps them achieve their goals. It is key that you gently probe them to work with deadlines since the cause requires prompt action.

# Individual Fundraising Best Practices

- Personalization (Ex- Handwritten thank you notes)
- Leverage social proof
- Donor stewardship and recognition (Ex - rewards and shoutouts)
- Create a WhatsApp group or list serve to keep your donors updated
- Video appeals featuring you
- Onboard supporting fundraisers

# Supporting Fundraisers



give

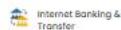
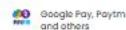
Find Fundraisers INR

## Ramya is Educating TEN Children this Year!

Campaign by Bhumi TAX BENEFITS AVAILABLE



Donate Via



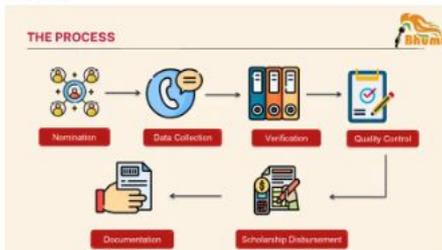
### Story

Each year, over 52% of children drop out due to financial constraints, with 21% of girls unable to afford education. But here's where you step in, lighting their transformation. Your support becomes the light of change and a path to opportunity, reshaping futures. I've seen firsthand how even a small donation can transform lives. So, I'm personally committed to educating 10 vulnerable students this year. Join my journey of giving, to empower dreams and create a legacy of education. Act now to break the cycle of poverty, and pave the way for a brighter tomorrow!

### The Cause: Bring Smiles Scholarship

In the last 3 years, Bhumi has sponsored nearly 8,000 scholarships for deserving students from underserved communities. Bhumi works towards the goal of making sure financial constraints never prevent any child from getting an education.

How it Works:



₹1,07,646 raised of ₹100,000 goal 33 Supporters 4 Days Left

**Give Now**

Share

14 shared! Every share counts.

**N N Rao**  
₹5,000 RECENT DONOR

**Anonymous**  
₹100 FIRST DONOR

**Sukanya Iyer**  
₹250 TOP DONOR

[View Top Donors](#) · [View All Donors](#)

## Start a Supporting Fundraiser

Magnify your impact by starting your own fundraiser. All funds raised by you will support the cause and help reach the goal faster.

Raise Funds Now

## Enter supporting fundraiser details

You can always change these details at a later point of time

Supporting Fundraiser title\*

Give your fundraiser a name

Goal\*

Rupees

Create fundraiser

# Individual Fundraising Best Practices

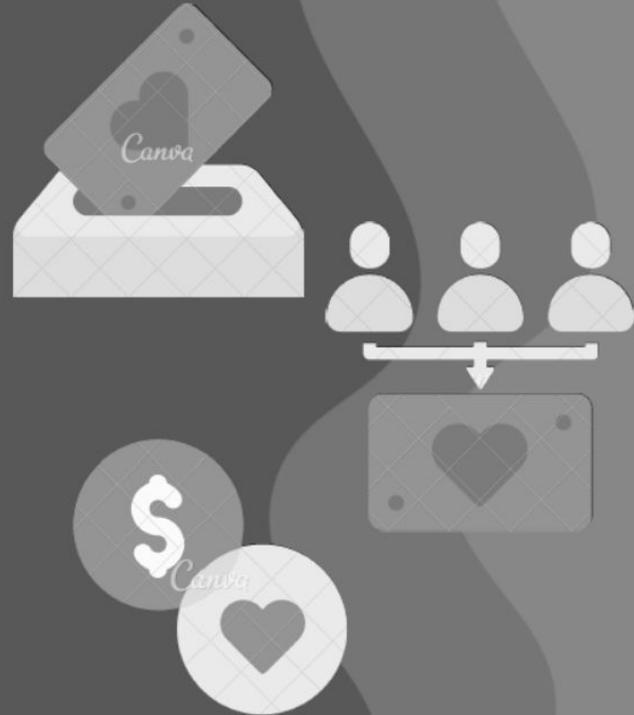
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# Digital and Offline Strategies

## Signature Campaigns

### Viral Video Challenge:

Examples include ALS ice bucket challenge, bottle cap opener, and no shave November. This is basically a signature campaign. All you have to do is come up with a challenge that tests a person's will rather than skill or strength. ALS was a great campaign because it didn't require skill or strength. As long as a person could bear the cold water, they were able to participate in the challenge. Just add India context. For instance, Mirchi challenge, where you ask a person to eat 3 green chilies. Or maybe dare people to spin for 1 minute without stumbling. Rest everything is the same. Each person who gets nominated has to nominate 3-5 other people, and everyone has to post a video of them doing the challenge and attaching the link to the campaign. Those who can't make a donation, of course. Hashtags are important.



# Digital and Offline Strategies

## Dare Devil

Dollars for dares

Indian version could be Rupees for Dares. These fundraising events are the perfect complement to peer-to-peer fundraising. Set up a crowdfunding page, announce the dare that you'll complete if you raise a set amount of funds. Promote the page to your friends and they will most probably be down to do it. Once your goal is reached, it's time to do the dare. Please ensure the dare is not mentioned in the campaign, but in the texts and social media appeals.



# Digital and Offline Strategies

## Compounding Network Effect

QR Code Cards:

Print cards with a QR code for your fundraiser. On the back of the card, write two instructions that say  
a) To scan the qr code and make a small contribution. b) To pass the card to the next person whom you can trust will continue the chain and with whom the cause will resonate.



# Digital and Offline Strategies

## Face to Face

ASK FOR CROWDFUNDING CAMPAIGN  
DONATIONS FACE TO FACE

### To prepare for your in-person ask:

- Write out a loose script to ensure you cover all key points.
- Practice your pitch in front of the mirror.
- Be prepared for a range of reactions so you can respond accordingly.
- Do your first asks with people you're more comfortable around, like close friends and family.

If you can conquer your fear, you (and your campaign!) will be grateful that you did.



# Digital and Offline Strategies

## Try Something Different

Think out of the box

- Host a fundraising meal at home. Invite some people over. Be clear about your intentions that you're doing this for cause. Cooking or baking or even a chai party can work wonders.
- Make a QR code to your fundraiser, print it, and set it up next to your work/study station. Let people become curious. Post it where people will see it.
- Talk to your boss if HR can share the campaign link on weekly emails. Or your professor if they can send it to the class. Alumni networks also work.
- People have done tutoring, mini artworks, gaming, poems, lemonades (Shikanji in our case) and what not to solicit contributions. Just be creative. And relentless.



# Digital and Offline Strategies

## Try Something Different

Think out of the box

- Team up with a local business. See if they'll offer a fundraising night for your cause in which they donate a percentage of the proceeds to your fundraiser. Or, see if a coffee or sandwich shop will temporarily name an item after your fundraiser.
- Step outside of your direct network. Post your fundraiser link on your city's Facebook page. This is a great way to reach out to local folks you may not know, who might be willing to help your cause by sharing your fundraiser link, donating, or supporting you in other ways.
- Post creative shout-outs in your updates. Thanking people who have donated on SM inspires other to also seek social validation.



# Digital and Offline Strategies

## Try Something Different

Think out of the box

- Host fundraising events. Like a cricket, football, volleyball match. Even boardgame tournaments.
- Organize educational events. Offer up your skills, either in a standalone workshop or as part of a series of related workshops. At the event, talk about your cause and connect with like-minded people. Examples of useful skills to teach may include creating resumes, providing lessons for a musical instrument or an introductory course to Adobe Photoshop.





# **Next Masterclass: Network Mapping**



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Thank You!