

RAISING MONEY FROM INDIVIDUALS

I. NETWORK

- ✓ Create a list of all of your members and potentially helpful people you know.
- ✓ Keep in touch. Stay in regular contact with your connections and membership so they don't forget about you. A **newsletter** does this job well.
- ✓ Always look for new friends. Have a **sign-in sheet at every event** and always keep your eyes open. One friends group got a thousand-dollar donation from a popular magazine because a member of the group served jury duty with the CEO.

II. Use TIERED MEMBERSHIP FEES

- ✓ Keep a modest price for basic membership so that it remains affordable to any park user.
- ✓ Offer a larger fee with benefits for potential donors. For example, if your basic membership fee is \$10 per year, offer a \$50 membership that includes a free t-shirt with the group's logo.

III. Mail FUNDRAISING LETTERS after the group has proven itself

- ✓ People will be more likely to give you money if they know who you are and that you've done good things.

IV. Be CREATIVE

- ✓ One group raised funds by leading tours of TriBeCa lofts; another hosted trips to Atlantic City.

V. Have a PARTY

- ✓ Many groups immediately think of hosting a fundraising event to raise money.
- ✓ Most of these events are "friend-raisers" more than fundraisers; overhead costs are high and it's often the case that you raise very little money for your group—or even lose money.
- ✓ That said, such events can increase your group's presence in the community, bringing in new members.