



ASK the experts

How Can I Find More Donors?

Here are steps to raising funds from individuals—the most effective of all fundraising methods.

Q:

Our organization is interested in increasing our fundraising efforts. We would like to focus on finding more individual donors, but we aren't sure of the best way to get started. What's the best way to attract new donors? Should we approach donors who have turned us down before? If so, how?

A:

Form a committee of your most active and enthusiastic donors. Have them spearhead a recruitment and relationship-building

campaign. Encourage donors to cultivate their friends, family, and co-workers and involve them in your organization's mission.

For annual funds, you can use mail and telephone cultivation and solici-

tion. But for major gifts, personal cultivation is a must.

Don't give up on good prospects or former donors who have turned you down. Approach them again in an information-gathering capacity. Learn their concerns, criticisms, and questions. When you seek their input, you are involving them in the organization. Once you address their concerns, you can cultivate them as future donors.

Jimmie R. Alford, President & CEO

*The Alford Group, Inc.
7660 Gross Point Road
Skokie, Illinois 60077*

Don't give up on prospects who have turned you down.

For more great fundraising tips, plus ways to build a solid fundraising foundation, see Are You Sitting on a Gold Mine?, available through the Society's Resource Center Catalog, included in this issue, or call 800-424-7367.

Downlink Update

Jimmie Alford shares other insights in distance-education courses he teaches for the Learning Institute for Nonprofit Organizations. The Institute's Certificate of Excellence in Nonprofit Leadership and Management is based on the following curriculum, delivered to downlink sites across the United States, Canada, Mexico and South America:

Strategic Planning: Charting Your Course

Resource Development: Unleashing Community Generosity

Board Development: Building Passion for Mission

Marketing Is Everyone's Business

Financial Empowerment: More Mission for Your Money

Social Entrepreneurship: Merging Mission and Money

Volunteer Involvement: Attracting and Keeping the Best

Strategic Alliances: Extending Your Reach

The Learning Institute is a program of the Society for Nonprofit Organizations (6314 Odana Road, Suite 1, Madison, Wisconsin 53719). For more information, please call PBS Adult Learning Services at 800-257-2578.