



Fear of Fundraising

As a board member, should you push for that large gift?

Q:

I know that my obligation as a board member includes raising funds for my organization. But I have a hard time pushing people to give a large gift. I'm worried that the next time they ask me for a large gift for some other cause, I won't be able to respond favorably.

A:

Suppose someone doesn't respond favorably to your request. Would you think less of that person? No, because you've done your job. You have presented the cause and offered the opportunity. The cause may not be a priority for the donor.

Remember, too, that few gifts are major. A wise asker can nurture a small gift into a large gift. A major gift is rarely made on the first visit. Recognize that the objective isn't to obtain a donation but to develop a donor.

Nobody likes to be rejected. But what really happens if someone chooses not to give? Will the organi-

zation cease to exist? No. The organization will go on. If we have numerous people to solicit, we don't expect a home run with each. A "no" is an opportunity to deal with the objections and begin negotiations.

*Ebbe Marquardsen, Fundraiser
2407 Woodward Ave., Unit 13
Burlington, Ontario, Canada L7R 4J2*

Ebbe Marquardsen is the author of A Practical Guide on How to Raise a Pile of Money for a Good Cause. To order, contact him at the above address or at 905-336-6499 (phone) or 905-336-6495 (fax).

Credit Cards for Conferences

Q:

Each year we hold an annual conference at which we have many attendees who "pay at the door." Since we're a nonprofit organization, we've been told by local banks that we can't obtain an account to accept credit cards for registration fees.

As our organization grows, accepting only cash or checks at the conference site is both cumbersome and potentially risky. Many attendees are also inconvenienced by the restriction of no credit cards.

My question is: How do other organizations handle this problem, and are there ways to obtain a temporary account once a year for the conference?

Thank you for helping us prepare for future conferences.

*Judith Howell, Assistant Director
Travel & Tourism Research Association, Salt Lake City, Utah*

A:

We've checked with a number of organizations that hold annual conferences to see how they handle the credit card problem. What works best, they say, is to talk directly to the credit card company and arrange with the company to set up an account for your event. It may also be possible to set up an account through the hotel at which you hold the conference, but this is much more of a hassle. The best bet is to work directly with the credit card company of your choice.