

## 22 NO-ASK FUNDRAISING STRATEGIES FOR YOUR STAFF & BOARD

There are lots of ways to support fundraising without directly asking people for contributions. In fact, properly thanking donors and letting them know what was accomplished because of their help are what keep supporters happy, connected and giving year after year. And this has nothing to do with asking!

Here are some ideas for how your staff, board and other volunteers can help with fundraising without directly asking for donations...

1. Meet with supporters and ask them why they give/care
2. Host a house party
3. Give tours of your facility
4. Have lunch with a donor and ask for advice on what you could be doing better
5. Ask a supporter with expertise in a particular area that you're struggling with (marketing or website development, for example) for their help
6. Create a bank of stories that showcase impact of the organization
7. Identify new friends of the cause
8. Ask for donations to your organization in lieu of birthday/holiday presents
9. Call donors to update them on what has been possible because of their help
10. Organize field trips to see your work in action
11. Invite donors/prospects to organizational events and be their personal host
12. Welcome guests at events and introduce yourself as a board member or volunteer
13. Make "thank you" calls
14. Write hand-written "thank you" notes
15. Write personal notes on mail appeals, invitations, etc.
16. Hand-address envelopes
17. Send press articles to donors about your group
18. Ask supporters to volunteer
19. Interview donors and create a collection of stories about why they give, why the cause matters to them
20. Learn to tell your personal story about why you're involved
21. Commit to bringing one friend each time you attend an event or activity
22. View the list of supporters and share what you know about anyone on the list

What other strategies can you think of?