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How to Attract Donations in a Recession

Shar McBee

Shar McBee is the bestselling author of *To Lead is to Serve – How to Attract Volunteers & Keep Them*. These tips are from her seminar, “Joy of Fundraising for Board Members.”

Develop your Detachment

People are contracted enough. If you are “hitting them up” for money, they’ll resist. You may need donations, but if you act needy, people will run away from you. In this economic climate, contributors want to feel safe. Establish good relations before you ask for a donation or you’ll be denied.

Offer an Opportunity

You are giving people the chance to be of service, to be part of a greater good. Ask previous donors what they received from donating to your cause. If Jane Doe made a generous donation, ask her why. Perhaps Jane Doe says, “I like to feel the glow when my money does good work.” Offer the same opportunity to others.

Request and Retreat

They won’t give if you don’t ask. 67% of donors give because a friend or family member asks. You don’t have to be afraid because even in this economic climate, 8 out of 10 Americans still donate time or money or both. So request but don’t push. It is usually a brief period when we can influence people. When that moment wanes, withdraw and wait. Control your ambition and give them a chance to consider your appeal. If you ask but don’t push, people are more willing to say YES to you.