

Exemplary and Effective Fundraising (& Friend-nurturing): Tips and Samples

Sabine's Tips for Fundraising (Josefa's proposed updates in red)

1. Send an enticing and personalized message that captures your passion for the cause. **Or if you have a really good quote from someone else involved, that might be even better than just using your own message if you are the founder like Josefa, who needs to communicate that ArtSeed is not just her "baby".**
2. Use a **subject line** that intrigues people. "Sabine's Fundraiser for ArtSeed" is not a good subject line, as people just feel like deleting it right away (asking for money), but e.g. "It takes a village" entices them to open the email and find out how they can be part of this....
3. **Send your message to no more than 9 (and preferably fewer) recipients, otherwise, it is very likely to go into their spam folder.**
4. Address the message to yourself and put the **recipient's emails in BCC (blind)**. People do NOT like it if you disclose their private emails to a group of people. No exceptions! They also experience less pressure and are less likely to delete if anonymous. Yes, it is counter-intuitive maybe. **OOPS! I have been guilty of this when I wanted Core ArtSeed Volunteers to get familiar with each other. But it can annoy the group when folks reply-all, especially with chats that do not pertain to the whole group.**
5. After a couple of weeks, resend email with an additional message at the top ("e.g. last push for funds..."). Only send to people who have not yet donated. Do NOT resend to people who have already donated. This would only show that you're doing this in an automated rather than personal manner, and thus is not enticing or respectful.
6. Post a link on social media (e.g. Facebook). This may not generate much but usually at least some donations.
7. Send a personalized Thank You email to donors. You can have a standard message, but add a little personal sentence and use it to reconnect, plan a call etc. This year, I sent this Thank You message within three days of donation at the most, and often much faster. It's quick to do it from phone.
8. Also thank people on Facebook. I usually add a comment on Fb to thank people by first name only (and tag them if they are on FB, but delete last name). This helps move up the FB post on the timeline so it remains visible. It also lets others know it's a good cause and many others are donating.
9. I also often reach out to people during this time (usually by text or phone) but I don't mention the email request. My reaching out is to check in, remind them of something, or whatever, just so that they're thinking of me, and when they do get my email, they'll be in a psychological place of wanting to help me.
10. The fact that I have now done this for 7 years straight (I think) catches people's attention because it lets them know that I'm dedicated and it's not for a cause that doesn't demonstrate longevity and consistency.
11. Do not overload them with messages and with "trying to convince them" or "plead for help" Just demonstrate conviction and dedication.
12. Pay attention to the timing of your emails and other postings. I've noticed I'm more likely to get immediate results if I send during lunch breaks (weekdays) or

weekends (esp. Saturday evening or Sunday morning) than at night during the week when people are busy making dinner, attending to other things etc. Do not send it during a very sunny weekend as they'll all be playing outside and are not going to pay any attention to emails. Rainy days are actually perfect.

13. Most donations come in within hours or days of an email push. After that, they may get buried and those may require a reminder. The reminder should be personalized and well timed so that it doesn't sound pushy (too fast).
14. Make sure you send it to the email that your recipient uses the most. Some may prefer personal, other work email so you need to know your recipients' habits and preferences.
15. If you want success with your fundraiser, you'll also need to be generous with other people's fundraiser. Many people never do a fundraiser, but those that do will expect you to return the favor.
16. I track all donations in Excel year by year, so I know if someone has donated in the past to me, and I also know if someone, who hasn't yet donated in a given year, may be likely to donate again and warrant a personalized follow-up.
17. When Art-a-thon happens in person, I invite some friends with kids to participate. I also invite certain art-loving friends to attend receptions of ArtSeed art shows (not during COVID obviously) so they can have tangible evidence of the work done.
18. I do never bombard people with ArtSeed info during the year. No photos or updates etc. People do not like to receive unsolicited email.
19. I respect people's privacy. If they wish to be anonymous in their donation, I respect that. I do NOT share my notes, Excel sheet, or people's personal contact info with ArtSeed. If they want to be known, they'll share their info themselves.
20. I no longer use the donation button on Facebook as they take another cut of the donation. I just post the link.
21. Contact a wide range of people in your life. It's sometimes surprising where the money comes from. People give for a variety of reasons and it's good to cast a very wide net. I ALWAYS have surprise donors.

Trey's Ways to Make Contact (This was from 2007 and amazing how much of this is still relevant!)

ArtSeed website.

All the information someone would need about the Art-a-thon is at www.artseed.org as well as important information about the organization.

The Facebook factor. Connect with your friends and family on Facebook by inviting them to sponsor you or to participate in the event. You can post a link from your Mightycause page (for online donations) on Facebook too. Get them to "like" us! This way people can be updated with Art-a-thon news and stay connected with ArtSeed in the future. Keep people up-to-date on Twitter as well.

Write a persuasive email. Write a personal email which can be sent to many people. Think of simple ways to personalize it. Cut and paste to save time. You don't have to reinvent the wheel for each email.

Make a call, set up a meeting. In the age of texting and email, it never hurts to meet people in person, or to talk to them on the phone. This may be an excuse to reconnect with someone you don't have a chance to talk to very often. Let them know that you also want to catch up with how things are going with them.

Be Prepared

In the weeks before the event, always keep some sponsor pledge sheets and some post cards with you so you can catch, and keep track of, potential sponsors. Only you can enter their pledges online to get Mightycause points. Online, sponsors can only make donations in your name (not pledges).

Promotional Resources

Online: www.artseed.org, Facebook, Twitter, Flickr, Youtube

Print: Postcards, flyers, schedule of events, ArtSeed brochures, other ArtSeed PR information you may have received in an email, etc.

People: If you or your sponsors have questions call Josefa at 415-656-9849

Artwork: Show prospective sponsors what you have made and let them know that your work will be on display following the Art-a-thon.

Fundraising Goals: Set an amount you want to raise. Give yourself an amount to work toward. Still, keep it fun. Any amount you raise will be appreciated.

Get Excited

Write down why you are excited about the Art-a-thon. If you are passionate about your participation in ArtSeed, then your excitement will spread to those ready to listen and they may sponsor you. Think about what projects you will be doing on the day of the Art-a-thon. Tell them about all the exciting things happening on Saturday, April __ 10 a.m. - 8 p.m.

Networking

Make a list of potential sponsors you would like to approach in your networks. This includes friends and family, schools, local businesses, art-minded organizations, local neighborhood businesses, organizations you're involved in. Think about the best promotional resources (listed: far right column) to use when approaching people.

Stress Opportunity Over Need

Remember the opportunity you are offering: You are inviting your sponsors to feel great about partnering with you to make a difference in the lives of other, less fortunate children. You are practicing enrollment, a vital tool for any field of endeavor!

Tips for making this ArtSeed fundraiser a success:

Tell *your* story.

How does art education benefit you and your community?

How has ArtSeed made an impact in your life?

Sabine Gysens

to me

Here is a sample email. (Subject line: **It takes a village**)

Dear friends,

The last year has been a difficult one for all of us. I've spent the pandemic year working in hospital pretty much non-stop. I can't wait for this to be over. In the meantime, ArtSeed, the organization I have supported for many years, also had to adjust and adapt its day-to-day operation in order to respect new pandemic rules and regulations. ArtSeed has reinvented itself in order to keep delivering much needed services to underprivileged individuals of various backgrounds. It has found creative ways to connect and inspire, mostly through online programming.

Please consider donating again in order to help ArtSeed not only survive but thrive in its mission to serve. Help us raise money to support arts education and give lower-income children the tools to give form to their dreams!

On Saturday, April 24, people of all ages and skill levels will come together remotely to test their creative art-making skills at ArtSeed's 13th Annual Earth Week Art-a-thon. With every hour spent making art, we will raise funds to support ArtSeed's unique arts education programs. Please make a gift that can help turn a life around toward greater possibilities!

Follow the link to show your support and donate. Every bit helps!

Sabine Gysens

to me

Here is the follow-up email I sent a 2 or 3 weeks later. As you can tell I removed the artathon info and added a short paragraph at the beginning. (Subject line: **It takes a village**)

Dear friends

This is the last push for me to raise funds for ArtSeed this year. Hope you'll consider donating. The last year has been a difficult one for all of us. I've spent the pandemic year working in hospital pretty much non-stop. I can't wait for this to be over. In the meantime, ArtSeed, the organization I have supported for many years, also had to adjust and adapt its day-to-day operation in order to respect new pandemic rules and regulations. ArtSeed has reinvented itself in order to keep delivering much needed services to underprivileged individuals of various backgrounds. It has found creative ways to connect and inspire, mostly through online programming.

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Follow the link to show your support and donate. Every bit helps!

<https://www.mightycause.com/story/Vlkywe>

Sabine Gysens

Sabine Gysens

And this is my thank you message to donors (subject line: **Thank you!**)

Dear Xxxx,

Thank you so much for your donation to ArtSeed. It's challenging to raise funds and it definitely doesn't come naturally to me. In fact, I find it always a bit daunting to ask for money. I appreciate your ongoing support enormously as I try to continue supporting the arts in my (not so) free time.

Xoxoxo

Sabine

<https://www.mightycause.com/story/Vlkywe>

Sabine Gysens

Luned Palmer

Thu, Mar 14, 1:06 PM (5 days ago)

Art is everywhere. The whole world is art. The only thing is, some people see it and some people don't. If one is really awake, he will see that the whole world is a symphony. -Isamu Noguchi

Raising funds for ArtSeed's Art-a-thon is one way I support **ART** in the world! Please help me support Artseed's tireless crusade to bring art to everyone [by donating!](#)

ArtSeed's mission is to connect the most resourceful & gifted with the youngest & most vulnerable citizens of the Bay Area & beyond through projects that explore links between classical & cutting-edge fine arts disciplines.

So many of you have been such loyal supporters, and some of you are probably itching to help young people gain access to amazing artists and art making supplies.

This year we'll also make art together! Let me know if you'd like that, and I will make sure to invite you!

with big gratitude and big hugs,

Luned

ps [check out these gems of photos of art-a-thons dating all the way back to 2010!](#)

pps here's the link to donate again! <https://www.mightycause.com/story/3q7ydf>

Past Art-a-thons in Brooklyn, NY on Luned's Birthday week:

<https://photos.google.com/share/AF1QipP6oGUzumNYwwyoFwmbiqYEckSXnRoEFcOocFvR27i0YMXL4ouxvO-VH8GVcVrCfA?key=Q1J0QWlqQ0ZHQVdMemdNS0Qzb1JjYmZ6blpiQ01R>

Luned Palmer (she/her)

(401) 440 2786

Luned Palmer

to bcc: me

Hi! Just in case you meant to donate but then forgot- here is a little reminder email, with a bonus video (that I'm super embarrassed by) that I made for the 2012 (!) art-a-thon: <https://youtu.be/vdjq0BcexQo>



Enjoy and [donate](#) if that makes sense for you right now

xoxo

13th annual Art-a-thon!

Inbox



Luned Palmer

to bcc: me

Hi lovelies!

So many of you have been such loyal supporters, and some of you are probably itching to help young people gain access to amazing artists and art making supplies. [This year the art-a-thon will be virtual again Saturday, April 24, 2021, 10 a.m.–8 p.m.](#)

Artseed is still doing great work! Please help me [support](#) ArtSeed's tireless crusade to bring art to everyone. Millions of thanks for your big hearts!

As always, I will send you a work of art made by ME in the mail if you donate! Mail! Art! Love,
Luned

ps here's that donation link again: Please visit <https://mtyc.co/sy2cff> to support me for Art-a-thon 2021! Year 13!

Luned Palmer (she/her)
(401) 440 2786
