

# TIPS TO HELP RAISE FUNDS & ACQUIRE DONATIONS & ADS

## ACTS' 28<sup>th</sup> Annual Women's Conference



### COMMUNICATION

1. Practice beforehand what you will say personally, and on the Phone
2. Think of any questions that you think they may ask, so that you can give correct answers
3. Identify yourself and who you are with (ACTS Church Women's Ministry)
4. Speak professionally, clearly, and with confidence
5. Remember your Manners and be Kind and Polite by Phone and in Person. Accept and Thank people even for the smallest amount and for their time
6. Know exactly what you are saying and convey with clarity – Familiarize yourself with and Know what each letter and Ad Form has on it
7. Ask for the Manager's Name in charge and speak directly with them. Call them by name while speaking with them
8. When calling larger Corporations, ask for Marketing and Public Relations Manager & their Name – DO NOT CALL Restaurants During Breakfast or Lunch RUSH
9. Use terms such as, "a worthy cause," "Worthwhile contribution," "tremendous help," "Sponsor," "Support," "Count on you," Partnering with us," etc.
10. Always be positive, appealing and make what you say interesting, but always be honest. Convey to the person that you believe in what you are doing, our efforts, the Church and the Ministry as a whole
11. Make sure they have your contact information, if they will need to get back with you and that you have their Contact Name and Number (Always follow up to see where they are and kindly remind them of your Deadline if needed)
12. Have all of your paperwork in front of you when you call to refer to an ad or donation

### PRACTICAL TIPS

1. Start early (NOW!!!!) Please Do Not Procrastinate – Deadlines Come Quickly.
2. Ask everyone you know and Anyone and Everyone that you Patronize!
3. Utilize Email, Phone, Face Book friends, and Texts; but most of all when possible, use Personal Contact.
4. Ask with Professionalism, Energy and Enthusiasm.
5. Collect as you go (*Turn in Money each time you come to Church*).
6. Share your successes!
7. Ask your Contributors if their company has a **Matching Gift Program**. This will double their gift!
8. Be Flexible – If they cannot purchase an Ad, maybe they can be a Patron or Donate a Door Prize! (*Gift Certificate, Gift Card, Free Meal, Item from store, etc.*)
9. Inform the business that we will be recognizing them in our Services and in our Ad Book as Sponsors, for Refreshments or for Door Prize Contributions as well.
10. Be aware that some businesses will respond immediately, and others will want to think it over, or that they have set times/quarters to donate before responding.
11. **Don't Be Discouraged** if a business turns you down. They may get many requests or have specific donation policies. Thank them and move on to the Next Person or Business!

### ASK

1. Ask Personally when possible
2. Ask on the Phone or Facetime
3. Ask via Email, especially to those who are far away
4. Ask via Face Book or Text to those you are close to and who you Text often

## ATTIRE & APPOINTMENTS

1. Dress in Business Attire when Dropping off an Ad Form or Picking up an Ad/Donation or Door Prize at a Business or Company.
2. Have Fresh Breath and take care of Hair and Personal Hygiene
3. Give a Firm Handshake when meeting the Manager
4. Be Early & On Time for Appointments with Businesses

## WHO TO ASK – Make a List of Potential Sponsors & Donors

**Relatives:** Aunt / Uncle / Mother / Father n/ Sister/Brother / Cousin / Older Nieces & Nephews / Spouse / Grandparents / Son / Daughter / In-Laws (*Relatives Far & Near*)

**Businesses:** Dry Cleaner / Decorator / Contractor / Landscaper / Banker / Realtor / Chiropractor / Tax Person / Vendors / Veterinarian / Dentist / Florist / Dr. Office / Dance Instructors / Trophy Shop / Electrician / Beautician / Physician / Barber / Music Store / Copy Shop / Eye Doctor / Restaurants / Collision Centers / Car Dealers / Book Stores / Fitness Centers / Child Care / Insurance Company / Pharmacy / Funeral Home

**Acquaintances:** Teachers / Coaches / Friends / Roommates / Clergy Friends / Outside Churches & Saints / Neighbors / Co-Workers / Bosses / Librarian / Fiancé, etc...

## PAYMENT METHODS

Make Checks Payable to ACTS Ministries

Cash or Checks

Givelify or Simple Give Mobile App

Credit Card Swipe

Online at [www.actsministriesonline.org](http://www.actsministriesonline.org)

Text To Give – 501-302-4242

## RESPOND AFTER A DONATION OR AFTER CONTACTING

1. Always Thank Personally first when possible and after Contact
2. Write out Personal Thank You Cards /Notes/WC Thank-you Letters and Deliver or Mail them
3. Thank them via Email, especially to those who responded by email if you can't personally thank them
4. Request an Official Thank You Letter from Church for Business with Large donations (*this helps them to assist in future*)
5. Invite the business to attend the Woman's Conference and leave Flyers with them to post when possible
6. Patronize the business afterwards, so they feel that they did build ties with the Church and the Community by donating to the ACTS Women's Conference.

## SAMPLE WAYS TO COLLECT DONATIONS

*It may seem like you need to ask a gazillion people to donate to raise \$1,000, but when you break it down, one person can, and it really isn't too difficult.*

**Personally Lead The Way With YOUR \$75 PLEDGE Contribution!**

Ask two family members to each contribute \$50.

Ask 10 friends to each contribute \$20.

Ask five neighbors to each contribute \$20.

Ask five co-workers to each contribute \$20.

Ask 10 people from your faith-based organization to each contribute \$10.

Ask your boss for a company contribution of \$50 (better yet, find out if your company will match what you raise!).

Ask four businesses or companies that you deal with through work to contribute \$50 per company.

Ask four businesses you frequent to personally contribute \$25 (This is an easy one — ask your barber/hair stylist, dry cleaner or restaurant where you eat lunch every day).

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**You're Done! Total Donations: \$1,000!**

*(Remember to write & send personalized thank-you notes, or Women's Ministry thank-you letters, so that next time you ask for a donation, they will remember your thankfulness and your appreciation)*