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**Fundraising: Art, Skill And Work**

**By Steve Williams**

If you have attended school in the last 50 years, you are well acquainted with the word "fundraiser".

It would seem in this age of corporate sponsorship, advertising, and community involvement, fundraising would not be the difficult process that it is. But this is not so. Fundraising is big business, and requires much skill on the part of the organizer. Occasionally, you are involved with a fundraising event, and everything seems to flow as if it were an everyday occurrence. Then, you have the more normal situation of Murphy's Law: if it can go wrong, it will. The event that went off without a hitch, I can almost guarantee was a success. The one with problems, more than likely did not achieve the goal. There are a few simple rules to implement when participating in a fundraising event that will ensure the success of the venture. I'm going to discuss those ground rules, here in brief. If, after reading these ground rules, you need further information, there are many websites that offer more insight, a more detailed explanation, and even real assistance with planning your fundraiser. At slight cost to you.

The first building block of the successful fundraising event is known as "work". That's right, lots and lots of work. As your organization prepares to undertake the fundraising event, the most important contribution that every member can make, is to examine the potential leaders and make the most of the talent available. Your fundraiser's success will depend upon the ability of the designated leader. Friendship, likes, dislikes, or relation to the proposed leader should not be a factor. The only characteristics up for debate are the leadership and organizational skills of your fundraising captain.

The next two phases' success will be a direct result of the fundraising captain, chairman, leader, or whatever title you have superimposed for the event's "go to" person. In this article, he or she will be referred to as "leader". The leader's art and skill are "on the chopping block" so to speak. It requires skill to lead many different people, with many different personalities, obligations, responsibilities, and varying levels of commitment into one, successful direction. It can be done, however. The skill is a result of much hard work and commitment on the part of the leader. Organization and leadership are not magic. They develop over time, and with continual effort, and they are highly prized possessions in today's business world. The art aspect of the equation begins to become evident as the leader deals with prospective customers, vendors, and other participants not directly involved as organization members. Inducing a person to buy into whatever your fundraiser has chosen to sell or promote, is an art. Effective promotion of your fundraiser requires that you are knowledgeable about your product or

service, that you believe in the value the fundraiser is providing, and that you sell all of that to a prospective buyer. Dale Carnegie would be proud. Now, if you aren't familiar with Dale Carnegie, you need to finish this article and vote for someone else to lead the fundraiser.

Steve Williams is a veteran fundraiser and shares his success for "Easy Fundraising Projects" at

<http://www.easy-fundraising-projects.com>

## **Some Important Fundraising Tips To Remember**

**By D. David Dugan**

Fundraising doesn't have to be a challenge if you have a good product, are well organized, and have a good attitude. Try to put yourself in your customers' shoes, treat them how you would like to be treated. And always remember you are representing your team so be on your best behavior. Keeping all this in mind, here are some great tips to help you have a successful fundraiser.

### Organizational Tips

- Identify your organizational needs and fundraising goals · Motivate your organization and members · Relay the organizational goals to the parents and participants · Begin planning the logistics of distributing the products to the participants, and eventually, to the supporters

### Helpful Hints

- Set a daily goal based on how much time is available · Practice your sales presentation with your participants · Show customers the Order Form so they can see the various team options · Be helpful if the customer is indecisive, and be prepared to offer a suggestion · Keep a copy of your customers' name and purchases for next year's fundraising drive

When selling be sure to follow these steps:

- Introduce yourself, (Hello, my name is \_\_\_\_\_) · Tell the person why you are fundraising (We are trying to raise money for our football program...) · Ask if they would like to buy multiples of your items. · Tell them your item is a great, inexpensive gift for fans of any age · Be sure to thank the customer (Even if they do not buy any of your items – remember you are representing your team and town.)

Most people are more than willing to help you in your fundraising efforts. They have probably been in a few themselves. Always remember to thank them and wish them a pleasant day. A good product and good service will quickly bring you success in your fundraising efforts.

D. David Dugan is the president of DD&C and personally helps to maintain their computer support forum at

<http://forum.dugancom.com>

as well as their Spyware Information site

<http://spyware.dugancom.com>

. Be sure to check out the Brax Fundraising website at

<http://www.braxfundraising.com>



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