

ASKING FOR MONEY CHEAT SHEET

Use this framework to structure your fundraising asks and encourage donations to your project.

Top Tips

- **Use clear, accessible language:** Avoid overly formal language. Effective fundraising is clear and leverages personal connections and authenticity.
- **Focus on the recipient:** Use "you" and "I" rather than "us" and "we".
- **Personalize your asks:** Tailor each request to the individual. Address their interests and passions.

1. Subject Line (for emails)

Craft a subject line that is intriguing and encourages the recipient to open the email. It should be interesting, authentic, and summarize your project. For example:

- "Will you help save a rare piece of printing history?"
- "{First name}, here's how you can help {your club name} win!"
- "How you can help bridge the digital divide"

2. Introduction

Address the recipient personally (e.g., "Dear {First Name}"). Explain:

1. Why you chose to contact them specifically and why you think they might care.
2. The impact your project will have if successfully funded.

3. Explain the Problem

Clearly articulate the problem your project aims to solve. Include:

- The importance of solving this problem.
- Who will benefit from the solution.
- The consequences if the project is not funded.

4. Bring your project to life with examples

Use specific examples to illustrate the impact of your project. This helps make the cause more relatable and tangible for potential donors. For instance:

- Share a story of a person or community that has benefited from similar projects.
- Describe a particular scenario where your project will make a difference.
- Use vivid details to paint a picture of the problem and your solution.

5. Make your ask

Be specific about your funding needs:

- State your total fundraising goal and break it down. For example, if you're aiming to raise £1,000, mention any match funding (e.g., a £500 match gift that unlocks at £500 raised).
- Highlight how different donation amounts can contribute to the project.
- Provide a link to your fundraising page.
- Suggest non-monetary ways to help, such as sharing your page with others.

6. Summarize

Provide a brief summary of your ask and the impact the recipient can have. Aim for one or two sentences. For example:

- "Your support can help us achieve our goal and make a significant impact on [specific cause]."

Encourage follow-up:

- Don't hesitate to follow up with those you've contacted. Often, they just haven't gotten around to donating yet. Share progress updates to re-engage them.

Overall improvements:

1. **Consistency:** Ensure consistent use of punctuation and capitalization.
2. **Clarity:** Simplify complex sentences for easier comprehension.
3. **Personalization:** Emphasize the importance of tailoring messages to individual recipients.

With these adjustments, your copy will be even more effective in encouraging donations for your project.