



# SOLICITING DONATIONS

**Charitable giving is a growing area of philanthropy. Individual gifts in particular account for 70% of all giving in the U.S.**

**Donations are desirable because they frequently come with fewer strings attached than grants, and rarely have a restricted timeline.**

## **So when and how do you ask?**

When your project needs to be more flexible than a grant –

*If you know that a project may change form, or is for some other reason not suitable for a grant, donations may be an alternate funding option to consider.*

When your project can be sponsored, or has potential naming rights –

*Most donations come from individuals and corporations, and often these type of givers enjoy public recognition. If you can offer opportunities for different levels of recognition, donations may be a good funding fit.*

When you think you'll be successful –

*Before you ask, research your potential donor base. What are key words and ideas that will resonate? What do they care about? Do they have a history of giving, and to whom?*

Put your research to use -

*Craft your pitch using words that will resonate. Ask for an amount in their typical range, unless you have reason to believe they will be extraordinarily interested. Practice before you ask!*

Give them the opportunity to speak –

*Ask for their advice. Leave space for them to tell you what they are interested in. Listen to the words they use, and find where their passion overlaps with your goals.*

Don't surprise them! -

*Make it clear from the beginning that you are talking to them for a purpose. No one likes to be surprised by a request for money when they think they're just having a nice conversation.*

Leave them with a specific ask –

*When you get to the right part of the conversation, ask for a specific amount, and be prepared to explain the amount in the context of the project as a whole.*

**Remember!** Both grants and donations are tax-deductible and can be made by either individuals or corporate funders. And both can be used to support meaningful causes.