

# Fundraising

## Funding from Individuals

Getting out and talking to the community about your Venture and what it needs can help generate interest and excitement around your work. Below are some tips for approaching individuals and asking them for donations.

### **You won't get anything unless you ask.**

People will rarely donate unless they are asked. It's normal to feel nervous about asking for donations, but keep in mind that your Venture is providing a valuable community service.

### **If possible, do it in person.**

People can throw away letters and delete emails, but they are more willing to listen and donate if you ask them personally.

### **People give to people, not programs.**

Donors are more likely to give to your Venture if you tell them why you are involved. Make it personal. It's important to make the potential donor feel good about giving your Venture money.

### **Everyone can help in some way.**

Money is not the only thing people are able to donate. They can also donate time, materials, or services. Keep this in mind when you ask people for help.

### **Use friends and family to make connections.**

Someone you know probably knows someone that will give your Venture money or in-kind donations (a donation of goods or service, but not money). Ask your friends and family to introduce you to potential donors.

### **Be comfortable talking about your Venture.**

Practice describing your Venture clearly and concisely. For example, a *Camping for a Cause* Venturer might say: "Camping for a Cause is an organization that raises awareness of and funding for African refugees by holding camping nights at the middle school. The camping nights are lot of fun; there's food, music, guest speakers, plus everyone gets to camp!"

### **Utilize the Internet.**

Send out an email with a link to your Venture's website. Your email/website should indicate how individuals can donate money to your Venture. For example, include a "Donate Now" icon that takes people to a form they fill out to make a donation through an online service such as PayPal.

### **Keep donors in the loop.**

Remember to follow-up with donors, send thank you notes, invite them to events, and send them your newsletter.

## More YV Tip Sheets

Check out these additional YV Tip Sheets:

- [Fundraising Events and Activities](#)
- [Funding from Businesses](#)