



enactus™

FUN-DRAISING

How do you currently fundraise for your team or project?

When I say “Fundraising”...





Who gives? Why?

BEFORE YOU ASK ANYONE FOR \$\$

- 1. Understand your value proposition – know very specifically what you are asking for**
- 2. Ensure you are able to - and want to - deliver what you are asking for funding for**
- 3. Do you have, and understand, the infrastructure in place to receive funds?**
 - Financial institution information / process for giving**
 - Process for acknowledgement / charitable tax receipt**

Can you describe your work and request for funding in five sentences?

Qualities of a Good Pitch



- What is the problem you are trying to solve?
- What are you doing about it?
- What do you need (\$)? BE SPECIFIC
- How will this funding help the problem you are addressing?

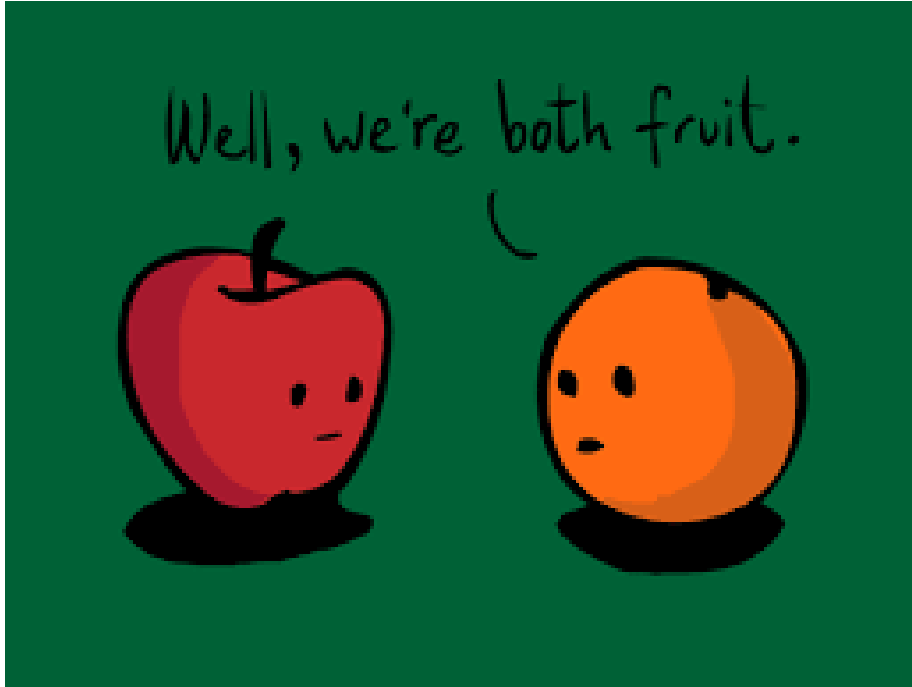
RESEARCH

Affiliation

Connection

Capacity

Affiliation



Do they share the concern of the problem you are solving or the way you are solving it?

Past giving to organizations like yours

- Employee, volunteer, member of similar organizations
- Specific government & foundation grants

Fun Fundraising Facts

People, particularly alumni of a program, are 10x more likely to make a significant gift if they engage in 3 events or volunteer opportunities.

It generally takes 11 touch points (appeals, invitations, etc.) to get someone fully engaged in a program.

It is important to track this information.

Connection

- “People give to people”
- Connection=Trust



Capacity

Proof of funds determinants:

- Past giving to other organizations
- Publicly listed companies and registered charities have to post their budgets– look at Annual Reports, Financial Statements, Donor listings, etc.
- Age, seniority at company, approximate age of children
- Acquisitions / sales / mergers

Timelines

- Know the giving timelines – corporate usually give at the end of the fiscal year in October
- Individuals in November / December for tax breaks

Your ask should reflect their capacity as much as possible – don't ask for \$10K from an org that gives \$2K grants, and don't ask for \$2K from an org that grants \$20M annually.

Think about your assets.
What connections can you or your team leverage?

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Activities

- Scavenger Hunt
- Photo Booth
- Silent Auctions (Services)
- Raffles / Surprise Gifts
- Golf tournaments / Game Nights
- Art show

Philanthropy

- Local banks & Businesses
- Service Clubs

Affiliation



Connection



Capacity



Before the meeting:

DO

- Request a meeting
- Tell them you are going to ask.
- Minimal materials
- Prepare options
- Research! Know what is important to *them*.

DON'T

- Send a long email
- Ask in an email
- Give out merch / fancy materials
- Outnumber them
- Over-promise on benefits

Your turn...discovery meeting prep!

Brittany is an alumna of the Enactus Canada program at your school. She was President of her team when they won the World Cup in 2014. You are meeting her for the first time.

What questions would you ask her?

Based on that information, what do you think you will you ask from her?

When you know, ASK

IN PERSON

“No”s Clear the way

Be in the marketplace

Be ready to adapt

At the meeting:

DO

- Listen more, talk less
- Ask confidently
- Stop talking, listen again
- If they say yes, be clear on timelines and follow up.

DON'T

- Be in 'pitch mode' from beginning to end
- Be creepy about things you know about the person from your research.
- Ask awkwardly – they need to trust you are confident in your project / product.
- Keep 'pitching'

Enactus Pitch

Many post-secondary students graduate without the practical experience, confidence, or support to lead change in their communities.

Enactus Canada empowers 2,200+ students on 76 campuses to develop, launch and operate social enterprises and community projects that address critical issues aligned with the UN Sustainable Development Goals. Our impact begins with our students – and extends through the change they create.

With your support, we are poised to double our reach—making this transformative experience available to thousands more young Canadians. From our conversation, I know this is important to you.

Would you consider a gift of **\$25,000** to provide the resources to expand access to our program, deepen our impact, and help build the next generation of purpose-driven leaders across the country?

Your turn...

Donor Profile

You are a retired (60-something) successful social entrepreneur. You typically make \$10K donations to your post-secondary alma mater annually, \$5K donations to several environmental sustainability causes, and your local shelter for unhoused people.

Pitcher Profile

You are your team's Enactus Student Leader. 😊

Don't take rejection personally.
It isn't you.

And it is (hardly) ever forever.

After the meeting:

DO

- Make it easy to give
- Say thank you immediately – even if they say “no”.

DON'T

- Ask before you're ready to receive
- Overthink your thank-you
- Bend over backwards

FOLLOW THROUGH

- **Stewardship is Fundraising**
- **Retainment vs Attrition - \$:\$\$\$**
- **Trust builds community**

Stewardship Fun Fact

Sending a thank you within 48 hours of receiving a gift inspires a 90% year over year retention rate.

If you remember to send the annual renewal email, letter or call.



Best CFRE practices for written submissions

- The Mission Statement should be the first piece of information in the Case for Support.
- Stories that outline the experience of ONE person are more compelling to donors than to a large group
- Donors read the first 2 and last 2 paragraphs and anything on the right of the page pop-out.
- In an ask cover letter, people read the first 2 paragraphs and the p.s.
- Appeal letters should be time-sensitive - **give now** because...

Be accountable

Be authentic

Be strategic

**Do what you say you are
going to do.**

