

# **Don't Fear Fundraising!**

## **Facts to Reduce Your Fundraising Anxiety**

**Fundraising is *not* begging.** It is sharing your passion for a cause, and letting the donor know about opportunities to improve the world in ways that he or she cares about.

**Good fundraising is much more than just asking for money.** It is being an ambassador for your organization and developing and maintaining relationships with donors who care about your work. There are lots of ways to be a great fundraiser, even if you hate the actual “ask”.

**You are talking to grown-ups who can make their own decisions.** It is not for you to decide who can and can't afford to give, and adults are all very capable of saying “no thanks”.

**When you tell potential donors you want to hear what they care about and hear their concerns, you are telling the truth.** You are not trying to “bait and switch” or twisting their arm to give more than they want to, you are engaging them in an honest dialogue about giving at your organization.

**If you do get a “No” it is rarely about you.** It is most likely about their personal situation, their beliefs and passions, or maybe even unhappiness with your organization, but it is very rarely about disliking the asker!

**If nobody is saying “No” you are not asking enough.** No fundraising campaign is 100% effective. Never hearing “No” is not your goal, it just means your list is too short.

**It's OK to feel awkward about asking.** In fact, it is very honest and genuine, which is exactly the kind of relationship you want to have with your donors. Why not just tell the donor that you are asking despite your discomfort because the cause is so important to you?

**You don't have to ask everyone.** If you are getting stuck because you are uncomfortable asking a certain person or group, move on or ask for help.

**“What you believe in has to be bigger than what you are afraid of.”** (Kim Klein, *Fundraising for Social Change*)

Remember you are doing this for a reason. Think of the great things that can happen in the world if you face your fear and ask!