

PERSONAL
FUNDRAISING GUIDE

8 Steps to Fundraising Success

If you are reading this, we want to acknowledge you saying “Yes” to raising funds for something incredibly important to you. Read on for support in being successful!

STEP 1: Align Yourself

It's not about you, it's about the good to be done *through* you. Ask: *How will the thing I'm fundraising for allow me to make a difference in others' lives?* **This is what you're fundraising for.**

STEP 2: Prepare to Receive

Set your goal (money raised, # of funders, date), and create a simple way to receive funds. We suggest making a simple fundraising page on a low-cost online platform like Generosity.com.

STEP 3: Craft Your Narrative

People are inspired to give by a story that presents a possibility. Articulate your campaign in a way that shows: *Why me? Why this? Why now? What is possible out of this, and why does it matter?*

STEP 4: Create Giving Levels & Perks

What giving levels do you want to encourage, and what perks will express your gratitude? Have fun, keep it simple -- and you might explore what perks others might donate to your campaign!

STEP 5: Invite Your Community

People want to contribute to you and what you stand for. *Your* job is to allow them! “Cast a wide net” with mass emails and social media, make personal asks, and *follow up consistently*.

STEP 6: Enlist Support

By enlisting support, you will go further and faster toward your goal. Who is one person who might support you with guidance, cheerleading, coaching, or promotion? Contact them now!

STEP 7: Take Action Now (+ Repeat)

You cannot act in the past or in the future: Focus 100% on your next action right here & now! What is your next small sweet step to take? By when are you willing to take it?

STEP 8: Come from Gratitude

Gratitude nourishes you, energizes your campaign, and inspires others to participate. Begin to notice the unearned blessings around you, and take time to thank and give generously to others.

Sample Emails & Social Media Posts

Sample Social Media Post

I'm attending a training called PROGRAM NAME, to WHAT YOU INTEND TO GAIN + HOW THAT WILL CONTRIBUTE TO OTHERS. I'm raising GOAL AMOUNT to cover the costs -- will you contribute SUGGESTED AMOUNT?

Sample Email

SUBJECT: Will you support me in attending PROGRAM NAME?

Hi NAME!

How are you doing? INSERT PERSONAL TOUCH

I wanted to ask for your support!

I've just enrolled in a training called PROGRAM NAME. I'm attending to WHAT YOU INTEND TO GAIN + HOW THAT WILL CONTRIBUTE TO OTHERS.

I'm raising GOAL AMOUNT to cover the costs -- will you contribute SUGGESTED AMOUNT?

You can check out my fundraising page and contribute here:
LINK TO FUNDRAISING PAGE

The most important thing to me about attending this training is SHARE SOMETHING FROM YOUR HEART.

Thanks for all the ways you've supported me, now and in the past. I really appreciate you taking the time to consider supporting me now.

Let me know what you think -- and either way, I'd love to hear from you!

Gratefully,
YOUR NAME

Crafting Your Narrative

One aspect of a successful fundraising campaign is a compelling story. Community organizer and researcher [Marshall Ganz](#) has created a pedagogy for understanding effective campaign storytelling known as **Public Narrative**.

Public Narrative

1. **A story of self:** *What is it that calls you to be doing this?*
2. **A story of us:** *In what way does what you're doing reflect the shared values, experiences, and aspirations of your audience?*
3. **A story of now:** *What challenge are you seeking to address through what you are doing now? What is possible, out of what you are doing? Why now vs. later?*

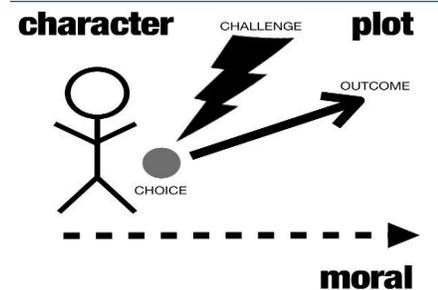


Narrative Structure

Good stories contain a compelling **character**, a compelling **plot**, and a compelling **moral**.

The plot, in turn, contains a **challenge**, a **choice**, and an **outcome**.

Example: A warrior princess discovers a treacherous dragon is threatening the future of her small town, she chooses to hypnotize the dragon, and the town is saved from dragon's terror -- thus reminding us of what is possible when one person takes courageous action in service of their community.



Narrative Structure

#LCN2013

the|leadingchange|network

Crafting Your Narrative: Reflection

Reflect upon the following questions as you craft your narrative:

Story of Self

1. How did you learn of the opportunity to participate? What was your initial reaction?
2. What led up to your moment of decision, and what ultimately had you decide to say “Yes”?
3. What is a challenge on your journey that is particularly relevant to your participation? What is the possibility you personally see out of participating?
4. What does your participation say about what holds meaning and importance to you?

Story of Us

1. In what way do your personal challenges reflect that of the community whose support you are enrolling?
2. In what way does your personal vision for what’s possible connect to what is important to your community?
3. In what way does your choice to participate reflect the choices before your community, and the underlying values you share?

Story of Now

1. How will your participation tangibly contribute to the lives of others -- and how will others’ support make the difference in making this possible?
2. Why is it important that you are participating now, instead of “later”?
3. By choosing to support you now, what values and vision is your community saying “yes” to?
4. What is your specific request to people? What is the specific, measurable action they can take to contribute to your campaign?