

\$ Quick Fundraising 101 \$

Resources:

Sample [Call script](#)

Sample [Donor meeting Script](#)

How do you prepare for a meeting?

- Google the person, learn who they are, where they've worked, where'd they go to school.
- Think of a few questions to ask them about their past.
- Be ready to talk about your past, what radicalized you? What was an aha moment in your life. Have parts of your story of self align with their own. There's never one thing that radicalized us, just pull out an experience.
- Decide on a number or a range ahead of time.
- Have a way for them to donate.

How to practice for a meeting?

- Rehearse! Say the ask to yourself and friends over and over until you feel comfortable with it.

1. Set the Agenda

2. Intros:

- a. Story of self, why do you care, why are you talking them

3. Connect: (30min)

- a. Use this time to understand what makes them tick
- b. Assess their interest in the issue.
- c. Asking how they got involved, what has inspired them,
 - i. What upsets you the most about the way immigrants are treated in this country?
 - ii. What did it feel like for you when you saw Jews taking a stand this summer?
 - iii. These are some dark times, how do you remain hopeful?
 - iv. How did they get where they are today? Jobs, moves, family, personal shit...
 - v. What does it mean to do justice work Jewishly?
- d. Assessing capacity
 - i. Ask about how they make decisions about their money?
 - ii. Who else do they decide to give to?

4. Context: (15min)

- a. Tell the story of Never Again,
 - i. Why was the whirlwind of this summer so amazing.
 - ii. What did it feel like to be at those early actions...

- iii. Our connection to Cosecha and how we were called to exist in this moment.
- b. Where are we now:
 - i. Mass escalation going into the end of the year:
 - ii. We're in it for the long haul.

5. Catapult (5min ask, 10 min discussion)

- a. Problem statement
- b. Solution
- c. Urgency
- d. Call to action
 - i. "Can we count on you for a commitment of \$200 a month to power this movement..."

Scenario:

- e. Its the end of the year and we're trying to scale up our mass actions, and we need \$40,000 for this campaign.
 - i. You're speaking with a donor who is in their mid-sixties and was involved in the anti war movement. They've given \$400 in the past.
 - ii. Take 5 mins

Helpful tips

1. Ask based on their interest not based on how much you think they can give
2. Its our job to ask, its their job to say yes or no.
3. Shut your mouth. Make the ask, then let them mull it over. It's hard, but don't say anything.

EXTRA NOTES

- How about baseline asks for people in our own circles?
 - Start with what feels like a high ask (e.g. \$500): it's their job to say no
- Anecdote: You don't always know what people are comfortable with giving based on first impressions
- Do the THREE Cs
 - When connecting--ask about them and tell about yourself!
 - Context
 - When catapulting--have a sentence ready for Problem, Solution, Urgency, Call to Action
- Say it...and let it hang!
- Framing: Can you commit? Can I count on you? VS. Could I ask you?
 - Make it strong, make it serious
- Thank them!