

Hints for Successful Fundraising



Don't be shy!

The most common reason people give for not making a donation is that they are not asked! Make sure that your fundraising efforts are successful by remembering to ask for donations.

Who hasn't lost track of an email or letter that they meant to respond to? Make sure to call and follow up in person on your invitations and letters. A phone call is often the difference between an email getting lost in SPAM filters (or a letter getting lost in a pile on the kitchen counter) and a donation.

Minimize costs

You don't need to spend a lot of money to put on a successful fundraiser. Be creative with your event by getting donations of food and materials. Many companies (restaurants, grocery stores, party stores, florists, etc.) are willing to help out a good cause. You can customize our business outreach packet for your event.

Set a goal!

If you have a personal fundraising goal, you can motivate people to help you meet that goal. Would you like to provide a year's tuition to one woman? Do you want to raise enough to send a woman to school for four years? Send ten women to school for a year? Whatever your goal, let people know what the goal is and how close you are to reaching it!

Provide materials

Make sure to have information on hand for curious donors. We have designed several fact sheets for you to use. At a minimum, we suggest the two page introduction to the Somali Women's Scholarship Fund .

You may also want to consider putting together information packets for your donors. We suggest including the publications listed below. People living in the United States can get free copies by sending an email request to the contacts listed below (please indicate the quantity and your mailing address):

- [The UN in Brief](#) (contact: Mr. Primo Yani at pyani@unicwash.org)
- [60 Ways the UN Makes a Difference](#) (contact: Mr. Primo Yani at pyani@unicwash.org)
- [The UN Calendar for Peace](#) (contact: Mrs. Beverly Stern at bstern98@aol.com)
- [Fast Facts About UNDP \(free PDF download\)](#)