

Begin by Understanding Why People Give to Causes

1. Because they support the program or cause

Your job is to explain the cause clearly. Educate the audience about your program. Keep your program before the community as much as possible. Before and after an event or competition, put a story in the local newspaper (and a picture if possible).

2. Because of how they are asked, and who asks them

People respond to appeals that are well done, that respond to their concerns, and appeal to their emotions. Sometimes they will even give to an appeal that is humorous or innovative.

3. People are influenced by who asks them:

A friend asks. How can you turn down a friend, especially if he or she has supported their cause in the past? (How can I not buy Girl Scout cookies from Jane when she buys raffle tickets from me?)

Someone the donor respects. (If the mayor and city council are supporting the program, I probably should too.)

4. For a variety of personal and secondary reasons:

To increase social status- the person wants to be perceived as a community leader

To position oneself- to define a personal image (by giving to a theater group, for example, Mary establishes herself as a patron of the arts)

To promote a business, company, or professional service – the United Way counts on this

Because they have a stake in the program-Ted's daughter is a Special Olympics athlete