



Prapatchon Schmidt

# **8 Simple Tips**

for Successful Fundraising

Prapatchon Schmidt

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## **Foreword**

One live is equal to one live, no matter who you are or what type of creatures. This is one of the most important ideas that I always think it counts. Either you are a handicapped person, healthy person, HIV person, or three legs dogs, we all have the exact same equal rights to live on this planet Earth. Unfortunately, on this planet, we as human beings just think that we are the only creature that can do anything to other creatures the way we want, which in my opinion, I think it is unfair to other creatures. So, it is in one of my interest that I always have in my mind is about how can I help the living creatures to have a better life within my best ability and affordable way, which I want to include all animals and human beings. As we are living in the same planet, we all should be sharing and helping each other to make this world a better place. As you look around yourself, there are lots of animals and people in this world that need help and there are also many charities that are set up to help those in needed for both creatures. Most of the charities will get the money and support from the donors who have a same sympathy toward these creatures. However, in order to let the charity runs its objective successfully in the long term, money plays a main role to make it happens. This is the starting

point of why I think my topic about "**8 Simple Tips for Successful Fundraising**" is interesting and needs to send the messages across this whole world.

**The most important part of raising fund for your charity is to understand your donors.** Most fundraisers creating a campaign utterly overlook the donor's side of the equation. What problems do they have in deciding to give, what complications might keep them from enjoying giving, why would they choose your non-profit over the alternatives?. If you can solve problems for your donors and you will be far ahead of those that just write lying slogans. The remaining fundamentals of asking for money for a good cause are much like businesses separating their customer acquisition and retention efforts. In business the two parts of influencing clients are marketing and sales. In the nonprofit world donors are acquired and retained through presentation and relationship. The fundamentals of presentation revolve around knowledge and construction. **Retaining donors is less expensive**, and of more value, than finding new donors. This is where direct contact with your contributing supporters becomes so important. *The most powerful theme for successfully seeking and growing donors is within trusted relationships.* Major givers and transformational

donors normally start as small donors that have shown an interest in your cause. As you keep them informed of your progress you will develop a relationship of trust. **Offer sincere collaboration for achieving mutually beneficial results.** Then follow through.

Two foundational supports, belief in the cause and trust in you, will influence your largest donors to consider increasing the size of future donations. These same two focus points, belief in the cause and trust in you, will be what inspire them as leadership givers to seek donations from their friends. ***You have to ask, as directly and personally as possible, for the donation. Then you have to ask them directly to assist with fundraising.*** They have demonstrated their philanthropic goals and your charity's objectives are the same. They will know others holding similar aspects. Donations and contributions will arrive when others believe in your cause, and in you. Identify potential donors, research and practice a targeted presentation, go talk to them.

First of all I have to let you know that I am not a professional fund raiser for any charities, I am a volunteer fund raiser, my career never involved in fund raising before. However, because of my own personal interest that I want

to help the creatures as I mentioned earlier, so I decided to do something within my ability to make it happens. Basically, I just want to feel that at least I had done something good for this planet before my soul and my body would leave this world and return to the ground again. I used to work with many companies before and working in many positions, but mostly will be for the sales, and one time I used to work with International School in Thailand as a school's secretary, so I had a chance to meet with many people, including students, foreign teachers, parents, administrative officers, and etc. And this was where my first intention of wanting to raise the money for the charity comes. As for myself, I love all creatures, especially dogs and elephants. So, I started to search over the internet about the charity that help and rescue the abused dogs and other animals, and then I found this charity called **"The Thai Animals Guardians Association (Thai AGA)"** which is a non-profit organization concerned directly with animal rights and animal welfare in Thailand. So, I started to contact them and make an appointment to meet with the chairman, Mr. Roger Lohanan, after I met with him and told him that I would like to donate the money of my own plus I want to help the charity to raise more fund by inviting their staff to come to the school and present the charity's objective to the students and parents so that they

also can help for donation. And after talking with the chairman and he agreed with my idea, then I went back to talk with the school's owner and the science teacher about this project, and they approved for my idea, so I had arranged the event and things turned out quite well.

After that when I resigned from the school, I had worked with other company, and my interest of wanting to raise fund for the charity still in my mind, and this made me to do for my second project of raising the fund for charity. This time is about helping elephants, so again, I started to search over the internet and found this charity called “Friends of the Asian Elephant”, so I contacted with them and luckily enough I had met with the founder of this charity, “Ms.Soraida Salwala”, at first she wanted to recruit me as the staff to help her and the charity to promote its objective but I was engaged with other thing, so I offered her that I would like to help the charity to raise the fund instead. Then I started to come up with the idea of asking my colleagues, friends, neighbors, and everyone I knew to help this charity. However, in my mind I think that most people will not just give the money, they just want something in return, so I decided to contact the local artist to make the handmade magnets and negotiated with the best price that he could offer, and the cost of making

the products, I paid it myself. After I got the products, I went back to the charity and ask for the charity's brochure, because I want to insert it and attached with the products. So for whoever donates the money, they will get the product plus the charity's brochure, so in the future, if they are interested of donating more they can contact with the charity directly. And because of having the handmade product, I can ask the donor to donate the amount that I want to raise per person, which is actually will be higher than if you just ask people to give the money without they have something back in return. So, this way also turned out quite well and once when I collected all the money, I went back to the charity and donate all of the money that all other donors and me want to help this charity.

Few months later, when me and my husband went for lunch at the French restaurant on Chaengwattana Road, Nontaburi Province, I have also learned that the restaurant's owner also the founder of the charity that help taking care of the kids who got HIV, the charity called "Children's Right Foundation, Grada House", which located at Lopburi Province, Thailand. So, that sparked my interest of wanting to help to raise the fund for this charity as well. Few days later, I returned back and also brought the food and other necessity for donation to the HIV kids

and talked with the founder's wife, Ms.Tassanee, and I told her my idea that I would like to raise the fund for the charity, and Ms.Tassanee told me that if I want any handmade products that made from the fabric, especially the purse, which will be made by the parents of these HIV kids, that the parents themselves also got HIV, but they still can do some job by using their skills on making the handmade products. So, I said it was an excellent idea, because the parents can make some money by making these purses, so I told Ms.Tassanee to let the parents know that I would like to order for 50 purses and I've covered the cost myself as part of the donation as well. After the products done, I started the same method of asking people who I knew to help donate for this charity and it turned out quite well.

As you can see that for these three charities that I had raised the fund for them, first of all it came from my preference of which charities that I wanted to help, based on my personal interest. Then, I was using the ways that I had written in this e-book, that you are about to discover "how to", you can find them on my first four ways on chapter 3-6, and from chapter 7-10 are the ideas that I think they are great ideas to raise fund as well. In fact, there are hundreds of ways in raising money for charity but the one that I wrote are the actual one that I used and

it works. In "**8 Simple Tips for Successful Fundraising**" you will learn about the 8 ways of raising fund that you actually can use them to apply for any charities that you prefer to help. So, by learning the ways from "**8 Simple Tips for Successful Fundraising**", you can save lots of your time in trying to find which ways will be the most efficient ways to go.

I decided to share my experiences in how to raise fund for charity because I feel it is necessity that if we all can help those who in needed that will be great.

Thanks to you as my reader, thanks so much for supporting my e-book. I am sure that the money you had spent on buying this e-book; will be worthwhile for you and you will learn something that actually can apply for it. May God bless you!!! Good luck in everything you do!!

Prapatchon Schmidt

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