

THE THIRTEEN MOST NEGLECTED STRATEGIES FOR RAISING MONEY

13. Email your supporters to designate your organization when they make their **workplace pledge** (EarthShare, United Way Designated Donations, etc.)
12. Get to know the Donor Relations Officer at your local **Community Foundation** so they will recommend you to their donors who want to make designated gifts.
11. Support Recycling: Solicit **in-kind** donations of goods or services.
10. Get the costs of your special event underwritten by **sponsors**.
9. Encourage your members to sign up with one (or more) **scrip programs** through your local grocery stores, or online programs such as escrip.com or igive.com.
8. Help your donors double their gifts by telling them about their employer's **matching gift** program.
7. Gently, but consistently remind folks in your newsletter to leave a legacy for your organization in their **will**.
6. **Mail** a solicitation letter to your whole list **at least twice a year** (at the end of the year, AND _____); Board members dig out the rolodex and write to friends, family, and business contacts.
5. **Sell your expertise** (Be the local guide for eco-tours; charge a fee to a new market for a service you provide free to low-fee clients, write a manual, ask for honorariums when you speak to a service group.)
4. **To avoid another ugly tie on your birthday** or on a holiday, tell family and friends you'd rather they make a donation.
3. Provide multiple **opportunities** for people **to donate** into your **newsletter** and your **website**.
2. **Board members ask** each other to make a personally significant gift.
1. **Ask someone you know face to face** for a specific amount of money to support the work of your organization.