

18. Online resources on fundraising and on how a fundraiser/youth worker/NGO staff should prepare for the first meeting with a potential sponsor/donor from a SME

Fundraising and development specialization

<https://www.coursera.org/learn/fundraising-development>

The University of California offers this course on Fundraising and Development Foundations, which can be followed for free. It allows staff from youth organizations to follow an extensive course of five months, to learn how to build and cultivate relationships with various donors, including from the business sector.

The right way to prepare for a donor conversation

<https://capitalcampaignmasters.com/right-way-prepare-donor-conversation/>

Capital Campaign Masters provides some ready to implement tips on how to prepare for a first meeting with a donor, on what to do and what to avoid.

Five tips for your first meeting with a major donor

<https://www.themuse.com/advice/5-tips-for-your-first-meeting-with-a-major-donor>

The article provides five good tips on what to do when starting to work with a new prospect donor. The tips focus on what to do before the meeting, during and after.

Free fundraising training - script for meeting with your donor prospect

<https://www.youtube.com/watch?v=nlcF4cNt9UM>

A fundraising expert provides some practical insights on what to say and how to prepare for meeting with a donor: "It's all about being specific!".

Fundraising - connecting with donors

<https://www.class-central.com/course/independent-fundraising-connecting-with-donors-3910>

The course "Fundraising-Connecting to Donors" is a four-week class that allows helps learners to practice communication skills with donors, prepare for specific questions to be asked, and to deal with the disappointment of rejection got from donors.

Fundraising: ask and raise contributions for your charity

<https://www.class-central.com/course/independent-fundraising-connecting-with-donors-3910>

This specific course introduces the learners to a process, which can be put in place every time they want to approach a new prospect donor, for a face-to-face meeting or over the phone.

Taking the fear out of corporate fundraising

<https://www.udemy.com/corporate-fundraising/>

The course is dealing specifically with how to approach donors from the business sector. It introduces the learner to the four-step corporate fundraising cycle, provides practical insights for holding a meeting, and on how to raise more money.

Beyond sponsorship - a better approach to corporate funding for nonprofits

<https://www.donordrive.com/resources/blog/beyond-sponsorship-a-better-approach-to-corporate-funding-for-nonprofits/>

“Companies aren’t looking to sponsor events, they’re looking for marketing opportunities.” This article provides good insights into the mindset of companies and how to prepare as a nonprofit organization for the meeting with a company representative, what to ask and what not to ask.

How to make your nonprofit attractive to corporate sponsors

<https://www.thebalancesmb.com/nonprofit-corporate-sponsors-2502063>

The article talks about how sponsorship can be communicated to a company in an attractive way. The provided information can help nonprofits to prepare for a meeting and also provides points to check before approaching a company.

Asking Styles: Harness Your Personal Fundraising Power, Andrea Kihlstedt

https://www.amazon.com/Asking-Styles-Harness-Personal-Fundraising/dp/1938077059/ref=as_li_ss_tl?ie=UTF8&linkCode=sl1&tag=topnonp-20&linkId=6fe137417cbe81532e6a1ac85043d265

The book aims to show that everyone can engage in fundraising, that you can “Harness Your Personal Fundraising Power” by using your personality traits. Find your own best style on how to approach companies and getting ready for meetings!

The Fundraiser's Guide to Irresistible Communications, Jeff Brooks

https://www.amazon.com/The-Fundraisers-Guide-Irresistible-Communications/dp/1889102024/ref=as_li_ss_tl?ie=UTF8&linkCode=sl1&tag=topnonp-20&linkId=7e7839df6c53a82d423f3dfa4ab1db5d

The book is written by a fundraising practitioner who provides tips and tricks based on his own experience. Reading the book will provide a very good base to think about what to prepare for a meeting with a potential donor.

How to Win Friends & Influence People, Dale Carnegie

https://www.amazon.com/How-Win-Friends-Influence-People/dp/0671027034/ref=as_li_ss_tl?ie=UTF8&linkCode=sl1&tag=topnonp-20&linkId=ae0dff78722041666cd557d8d9326fbb

The book is not specifically meant for fundraising or for nonprofits. It rather discusses techniques in handling people and how to have people like you. Moreover, instructions are provided about how to win people to our own thinking and how to be a leader by changing people without offending them or causing resentment. All those points are important when having a meeting with a potential donor or in fundraising, therefore we recommend to read it for preparation.

The Charity CEO Guide To Creating A Business Focused Team, Richard Parkes Cordock

<https://www.e-booksdirectory.com/details.php?ebook=10057>

“How to grow your charity by getting your employees to think like business people” - having this goal in mind, the book is a good preparation read before approaching business donors. Moreover, the E-book is available free of charge.

Fundraising with Businesses: 40 Strategies for Nonprofits, Joe Waters

https://www.amazon.com/gp/product/1118615468/ref=as_li_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=1118615468&linkCode=as2&tag=doubthedona-20&linkId=DDVUHKG2JWXSOHM5

The book provides insights on how to work with businesses. It includes even powerpoint tips to be used for meetings and other practical ready to use materials for fundraising.

The clues to a great story

https://www.ted.com/talks/andrew_stanton_the_clues_to_a_great_story?language=en

Andrew Stanton, the writer behind "Toy Story", delivers a speech on the importance of messages that allow to "make me care". By learning to use storytelling, we can build powerful messages that make the listeners to care, and in a fundraiser-donor relationship, to receive the needed support for a project that the organization wants to organize.

Meeting with a corporate partner for a sponsorship? be prepared.

<http://groundfloormedia.com/blog/2017/07/be-prepared-when-meeting-with-a-corporate-partner/>

The article provides tips on "what to research, prepare and bring to the meeting" with an existing or new donor.

Meeting with a potential sponsor for the first time

<https://cuttingedgepr.com/free-articles/sponsorship/meeting-potential-sponsor-first-time/>

The article is written by a fundraising professional and provides therefore good practical tips on how to prepare and follow up on a meeting with a possible sponsor.

23 questions to ask donors and prospects

<https://bloomerang.co/blog/23-questions-to-ask-donors-and-prospects/>

This article helps to prepare questions and topics to be discussed during the meeting with a company, potential donor.

Seth Godin on successful fundraising - ask the fundraising expert

<https://www.youtube.com/watch?v=Qsnap50h8S8>

Seth Godin is a well-known public speaker and in this speech he talks about what one nonprofit organization should promise to a company, which it can accomplish through a social project.

How to confidently ask for money for your nonprofit

<https://www.youtube.com/watch?v=w5av0rwbiec>

It is not only important what you ask for and how you do it, but also how you feel in this role of being a fundraiser. The video shines some light on why many people do not feel comfortable in a fundraising role. It helps in reflecting about how the fundraiser wants to be perceived in the meeting and how he/she needs to behave, in order to get the wanted perception.

19. Online resources on how to build relationships with your donors

Best bits: how to build sustainable donor relationships

<https://www.theguardian.com/voluntary-sector-network/2012/mar/08/building-sustainable-donor-relationships-advice>

"People forgive mistakes, they understand changes, but if you lie to them or keep them in the dark they'll be off like a shot." Check out all the advices given by development directors, fundraisers, social media and direct marketing experts on how NGOs should build sustainable relationships with donors - individuals, companies or SMEs.

Build long-term relationships with your donors

<https://www.youtube.com/watch?v=Cv-QtiQglgI>

"The donation processing is really only sort of half the story and in many ways that's the easy part. The much more important part is how you build those relationships with people they want to be regular supporters to your cause (...)", watch the full webinar of [Charities Aid Foundation](#) on "building long-term relationships with your donors", by acclaimed fundraiser Ken Burnett.

Building relationships with donors, Kevin Strickland, president of [Not for Profit Group](#), a consultancy dedicated to helping not-for-profit organizations build effective development strategies.

<https://trust.guidestar.org/blog/building-relationships-with-donors>

"After you receive a donation, reach out to the donor. (...) Make it clear how much you appreciate his/her/their generosity and support. Sometimes a simple "thank you" goes a long way toward securing another gift.", Kevin Strickland, president of [Not for Profit Group](#).

How to build relationships with donors, Asia Catalyst (an independent organization with main target to build strong civil society and advance the right to health of marginalized groups in Asia)

<http://asiacatalyst.org/wp-content/uploads/2017/06/5.2-How-to-Build-Relationship-with-Donors.pdf>

The article is a coherent and simple nonprofit survival guide on building relationships with donors, presenting all the basic and very necessary steps.

The steps in order to maintain relationships with donors using the internet

<https://wiredimpact.com/blog/maintain-relationships-with-donors-using-the-internet/>

"It can be mutually beneficial to both your nonprofit and your donors to establish a meaningful, long-term relationship." - the article gives specific advice on how to develop these meaningful relationships using online tools.

Build loyal donor relationships in 3 easy steps

<https://www.networkforgood.com/nonprofitblog/build-loyal-donor-relationships/>

Online post by Linda Lombardi, Content Manager, who uses data from a research conducted by the Association of Fundraising Professionals and the Center on Nonprofits and Philanthropy at the Urban Institute, the U.S.A., to present three easy steps for building donor loyalty: satisfaction, relationship, trust.

One thing most nonprofits stink at (donor retention) and how you can change it in 2017

<https://npengage.com/nonprofit-fundraising/12-donor-retention-tips-from-nonprofit-fundraising-experts/>

“(…) nearly 3 out of 4 new donors leave and never come back”: the article includes tips and tricks on donor retention coming from 12 fundraising experts.

Nine interesting ways to maintain relationships with your donors

<https://www.fundsforngos.org/featured-articles/9-interesting-ways-maintain-relationships-donors/>

Online post by expert Dr. Saumya Arora, at fundsforNGOs, a social enterprise and online initiative with the goal to increase the sustainability of NGOs across the world:

“A sense of appreciation, feeling of contributing towards a social cause, and regular and meaningful communication would result in maintenance of lasting relationships with your donors.”

Three ways to build authentic donor relationships

<https://www.causevox.com/blog/donor-relationships/>

Expert Haley Bodine at CauseVox: “authentically connect with your donor (…) by establishing donor-focused relationships.” Check the three tips she gives to nonprofits!

Donor management software for nonprofits

<https://www.youtube.com/watch?v=L5NKhIGcYCQ>

“Fundraising is about building relationships” - watch the interview with the fundraising expert Kim Klein, who provides tips & tricks on building better donor relationship (6:36’+).

Mastering the art of donor relationships

<https://www.youtube.com/watch?v=dcfS3mVvEkl>

“Your “Thank You” letter to a donor for a donation should not include another ask for more money. Using storytelling and infographics are key ways to highlight the mission of your organization, but it shouldn’t always be about you: you have to focus on the donor, too.” - a full webinar on how to keep meaningful relationships with donors.

Weinstein Stanley, Barden Pamela (2017). *The Complete Guide to Fundraising Management*, Fourth Edition. Hoboken, New Jersey: John Wiley & Sons, Inc.

We recommend to read at least the chapter 7 on Nurturing Relationships. The book can be purchased from: <https://www.amazon.com/Complete-Guide-Fundraising-Management-Development/dp/1119289327>

It provides comprehensive information on relationship building and maintaining, including templates and scenarios for these activities.