

## **Fundraising Tips & Tracking**

### **ONE PRIDE: ONE HOUSE**

Charleston Habitat for Humanity Blitz Build  
Homecoming 2008

#### Letter writing campaigns

- Introduce yourself
- Personal Info
- Explain the Project and need for it
- Tell them why/how you became involved
- Tell them why they need to be involved
- Ask them for a specific amount of volunteer hours/money, but state that anything would help

#### Making the Ask (in person or via phone)

- **Check with CHEC/CofC Development before approaching major donors**
- Thank them for meeting with you
- Introduce yourself /give personal info (if a connection is established it is harder for people to say no)
- Ask them about their community interests/passions
- Explain the project/answer questions
- Make it personal--tell them why you are working on this project
- Explain why they need to be involved
- Ask for something specific (a set amount of money or volunteer hours) then negotiate

#### Follow Up

- People want to help but they need a reminder
- In your initial contact clearly state when your next contact will be, & stick to it
- Jog their memory, then ask what they have decided or when you can pick up the check/volunteer sheet
- Keep up contact until you have thanked them for their donation and or volunteer hours

#### Tracking Donations

- **All checks should be made out to Charleston Habitat for Humanity**
- **In communications (verbal or written) include information for whom to credit**  
(*e.g. CofC, Womens' Soccer, Anna Smith*)
- **We recommend that groups receive funds and submit them collectively to the Office of Service-Learning**
- **Charleston Habitat for Humanity will acknowledge all gifts for tax purposes—make sure you have name and addresses for funds collected**