



THE POWER TO BE MORE THAN YOUR MS

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How to Ask for Money

1. **Prepare:** Make a contribution yourself so you know what it feels like (hint: it feels good!), so you understand the psychology of giving, and so you have more credibility in asking. If it's not someone you already know well, do a little research to get a sense of the potential donor's giving ability and proclivities. Make sure your teammates know who you intend to ask, as to not overwhelm any one donor with multiple requests, or ask someone who just gave. Set goals for you and your team and set aside time to achieve them.
2. **Say your name, the name of your team and what you're raising money for:** "Hello, my name is Jane Jones, from team (**insert team name here**) and I'm participating in (**insert location here**) Vertical Express for Can Do MS."
3. **Ask in person, if possible.** Bring materials, such as brochures and other promotional materials.
4. **Listen.** Find out why they care about what Can Do MS does.
5. **Describe Can Do MS's activities and its effectiveness:** "A national nonprofit organization, Can Do Multiple Sclerosis is an innovative provider of lifestyle empowerment programs for people with MS and their support partners. The organization empowers people to move beyond their condition by giving them the knowledge, skills, tools and confidence to adopt healthy lifestyle behaviors, actively co-manage their MS and live their best lives."
6. **Describe our fundraising strategy:** "Can Do MS receives 96% of our operating budget from public support including individuals, corporations and grants from private, public, and corporate foundations. Only 3% of our funding comes through program service revenue. We do not receive any government funding."
7. **Asking for Money - the Pitch**
 - a) Always ask for a specific amount of money.
 - b) Let them know their donation is tax deductible.
 - c) Try to break down your request into little terms: i.e. "Your \$100 contribution will enable us to mail 300 newsletters."
 - d) Smile - stop talking. Wait for a response.
 - e) Answer questions briefly.
 - f) Explain why we need the money now.
 - g) Thank the donor for their gift and their time. If they do not make a gift, thank them for their time.
8. **Thank them.** Some recommend that donors should be thanked or contacted seven times between gifts. Send an official thank-you for their tax records. Send them updates

periodically. When you are ready to ask again, you will want to say thanks again for their last donation.

If they say no, thank them for letting you pitch them your case. Ask why, if it's not too awkward. Maybe they'd like to be involved in some other way – donate time, or materials – or perhaps the timing is wrong this year, but they'd be interested in the future if you approach them at a different time of year etc.

Your hard work will help those living with MS discover the power to be more than their MS.

THANK YOU!