Fundraising Workshop

Selfish or 'I need' fundraising typically does not work

Life’s recipes for success

- Give more than you take – the more you give, the more you get back

- Help someone else be the gift they are in the world

Know your audience

Know your message

Know how to deliver your message in a way that is meaningful and impactful to your audience

**1) Know your audience**

* put yourself in your audience's shoes
* how are you empowering them to be the force in the world they want to be
* what is their problem or challenge in their world - solve it
* understand their motivation:  company wants to garner future employees, guilt of a friend asking for $, see a young person lit up and remember the feeling
* counter intuitive but sometimes a bigger ask is easier to say yes to

**2) Know your message?**

* WIIFM - Whats In It For Me (audience)
* What do you have to share?
* Deliver the message in a way that can be understood

3) Know how to deliver your message in a way that is meaningful and impactful to your audience

Most people spend a lot of time coming up with proposals so they don’t ever have to make the phone call to talk to someone

* How to deliver – combination of a Champion (close to your audience) - STUDENTS - YOU
* Make it simple to understand
* Have your elevator pitch down pat - believe what you are saying or don't say it

FIRST File Folder Packages are available

Morgan Freeman video tells the story in 3 minutes and adds credibility http://www.youtube.com/watch?v=i1QyM9WTF18

Teams can fund raise by students/ parents doing work for the Regional

Box lunches for participants

Video for regional

Music for regional

Safety glasses station

* Awesome Foundation Calgary
* Trade associations
* CIP Grants
* Engineering Companies
* Fabrication shops
* Parent Council
* silent auction
* casino school $
* parent volunteers $ from their corp job
* school administration
* Service clubs (rotary)