

FUNDRAISING



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It's important that organizations understand that fundraising is more than just obtaining a donation. We wanted to provide you with a couple of important fundraising tips that could make a significant difference in your organization's bottom line in both good times and bad.

1. Use "I" and Mostly "You"

Using "I" and "You" provides human interest and it's a powerful way to engage a prospective donor.

2. Be Clear and Concise About Needs

Donors are constantly making choices, especially today with solicitations coming from every channel imaginable. Be explicit, ask for money, not for support. They need to know where their contribution is going, so don't be shy and vague about your needs. Don't be afraid to provide supporting documents to make your case.

3. Expand & Integrate Your Marketing

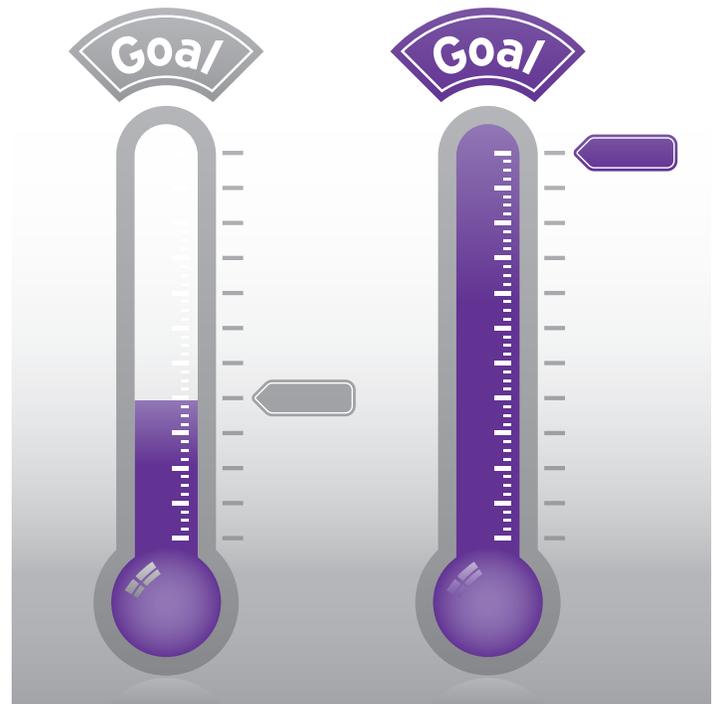
AIM offers a fully integrated fundraising experience. We encourage our customers to use mail, e-mail marketing, social media marketing and web solutions to reach their goals. A well planned social media marketing strategy will allow you to reach out to those interested in your organization in a low cost and effective way. It's never a bad time to try different avenues for your fundraising. You can also expand your donor base by bringing new demographic groups.

4. Give Readers a Reason to Send Money

Create a sense of urgency by using a deadline. Tie your request to a budget deadline or holiday. Repeat your argument for urgency in the body of your appeal.

5. Strengthen Relationships and Go Back to Your Best Donors

There is never a bad time to strengthen your relationship with your donors. Increased cultivation and communication will always pay off down the road. Don't be afraid to go back to your best donors. These are, after all, the people most committed to your cause or campaign. If your fundraising has a shortfall, use the opportunity to explain it in detail to your best donors.



If You **DON'T ASK**, You **DON'T RECEIVE**.
Keep Asking...In **GOOD** Times and **BAD**.

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