

# HOW TO BE A FUNDRAISING PRO

## PRESENTATION

What you have on the inside is what truly matters, but if we look like we don't care, our passion and message won't shine through. Your appearance shouldn't be a distraction - it should communicate that you are responsible, and you care about the interaction with the donor in front of you. Here's a few specific questions to ask yourself before interacting with your potential donors.

- Does my appearance make me look approachable?
- Are my clothes wrinkle-free?
- Is my hair neat?
- Have I brushed my teeth?
- Do I have jam on my face?

## COMMUNICATION

Talking to adults, or potential donors of any age, can feel intimidating, but be confident. People will enjoy hearing about your fundraiser. Here's a few pointers to being an effective communicator:

1. **Look 'em in the eyes!** Potential donors are more likely to trust someone that looks at them directly, instead of at the ground.
2. **Smile!** When people perceive you are excited about your fundraiser, they will be too!
3. **Listen.** Everyone likes to be heard. Ask people about their lives.
4. **Practice. Practice. Practice.** The more you practice explaining your fundraiser and how it benefits Hogs House, the more comfortable you'll feel, and the more effective you'll be. "Winging it" is not wise.
5. **Avoid "filler words."** Terms such as, "like," "um," and "uh" are like poison to communication. The more you practice, the more these will disappear.
6. **Be efficient.** No idea is good enough to keep someone's attention for longer than they were expecting. We all tune out at some point, so be aware of your time.
7. **Be thankful.** Thank the person for their time, and smile as the interaction comes to an end.



## FOLLOW THROUGH

If you want to keep a good donor, and get them talking to others about your fundraiser you'll need to prove that you are dependable. This is called having good "follow-through." A few ways to show follow-through are:

- Verify appointments the day before
- Show up on time
- Do what you say you were going to do (even if it's inconvenient)
- Deal with product complaints quickly and fairly

You will start to build trust and loyalty if the donor believes you have good follow-through, and can act professionally. This trust can lead to references to others about your product or service. It's an excellent way to get new donors. It's called "word-of-mouth" marketing and the best part is it's free! You just have to show good follow-through.

**YOU'VE GOT THIS IN THE BAG!  
NOW GO DAZZLE PEOPLE WITH AN AMAZING FIRST IMPRESSION.**

