

CONTENTS

| | |
|------------------------------------|-----|
| Preface | vii |
| Acknowledgments | xi |
| How to Get the Most from This Book | xv |

PART ONE Fundraising ABCs

| | | |
|-------|--------------------------------|----|
| One | You <i>Can</i> Ask for Money | 3 |
| Two | Building Your Fundraising Team | 11 |
| Three | The Importance of “Thank-You” | 21 |
| Four | Beyond One-Time Fundraising | 25 |

PART TWO Fundraising Strategies

| | | |
|-------------------|--------------------------|-----|
| Asking People | | 33 |
| Five | The Personal Ask | 35 |
| Six | Phonebanks | 55 |
| Seven | Door-to-Door Fundraising | 77 |
| Social Gatherings | | 103 |
| Eight | House Parties | 105 |
| Nine | Community Dinners | 123 |

| | | |
|------------------|--|------------|
| Ten | Bowlathons and Other Pledge-Raising Events | 149 |
| Eleven | Auctions | 163 |
| Selling | | 181 |
| Twelve | Ad Books | 183 |
| Thirteen | Car Washes | 203 |
| Fourteen | Raffles | 213 |
| Fifteen | Garage Sales | 229 |
| Conclusion | | 239 |
| Resources | | 241 |
| A | Volunteer Recruitment Form | 243 |
| B | Who Can You Ask? | 245 |
| C | Tips on Asking Individuals for Money | 247 |
| D | Tips for Making a Pitch at an Event | 249 |
| E | Volunteer Tracking Sheet | 251 |
| F | For More Information | 253 |
| G | Blank Worksheets, Workplans, and Scripts | 255 |
| The Authors | | 303 |