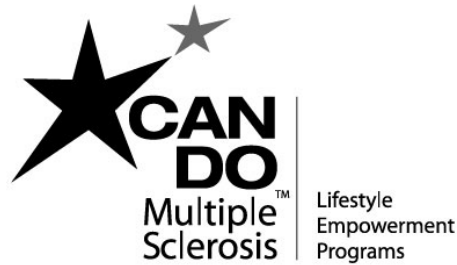


THE POWER TO BE MORE THAN YOUR MS
Formerly The Heuga Center for Multiple Sclerosis

How to Ask for Money

1. **Prepare:** Make a contribution yourself so you know what it feels like (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 (or ask staff to) to get a sense of the potential donor's giving ability and proclivities. Make sure staff knows who you intend to ask, so we don't overwhelm any one donor with multiple requests, or ask someone who just gave. Set goals for yourself and the development team, and set aside time to do this.
2. **Say your name, the name of your group and your position:** "Hello, my name is Jane Jones, a board member of Can Do Multiple Sclerosis."
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 possible."
6. **Describe our budget:** "It costs \$1,600,000 to operate Can Do MS for one year."
7. **Describe our fundraising strategy:** "Can Do MS receives 44% of our operating budget from individuals, 35% from corporations, 15% through grants from private, public, and corporate foundations, and 6% from fee-for service and earned income projects. We do not receive any government funding."
8. **Asking for Money - the Pitch**
 - a) Always ask for a specific amount of money.
 - b) If the donation is tax-deductible, say so.
 - 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.



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- 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.
9. **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.
- a) 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 SUPPORT
PEOPLE LIVING WITH MULTIPLE SCLEROSIS.**

THANK YOU!