



How to ask for donations

Donors give for a variety of reasons, but...

The number one reason anyone gives is **because they were asked***


1 The first part is asking

Think about **who** you're asking and what's the best way for them to receive the 'ask'. Is it...

 In person


 Via social media

 An email

 An old fashioned letter or card

 A phone call

 A text message

 Skywriting
(maybe that's too much...)

2 Suggest an amount or range

People feel more comfortable by being given a guide of how much to donate. You could also let them know how much you are hoping to raise.

3 Explain why (the cause)

Let them know **what** you're doing (giving up alcohol in July) and **why** (to raise money for people affected by cancer)

4 Give an example of how their donation helps

Find out more about how your funds help our beneficiaries by visiting www.dryjuly.co.nz/how-we-help

5 Make it easy

Share the link to your unique Dry July URL (team or personal page)

SPREAD THE WORD

Share this page to get friends to donate:



6 Ask more than once

Many people intend to donate but may need a friendly little reminder

7 Say thank you

You can do this via your Dry July profile page. It's nice to add a few status updates so people know how you're doing (photos are great too!)

*Source: Crowdpac, 2018

Who to ask?

Asking for donations doesn't have to be scary. There are lots of people you know who will want to support you, and help you raise funds for people affected by cancer.

Use this handy list to remind you who to ask to help you fundraise for **DRY JULY**

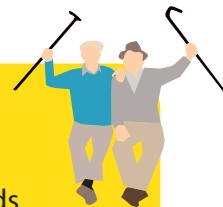
Easy to Ask

Partner
Sisters, brothers
Parents, in-laws
Uncles, aunts
Grandparents



Cousins
Close friends
Neighbours
Sports team
Work mates

Overseas family & friends
School & uni friends
Best man, bridesmaids
Children's friends' parents
People from previous jobs



Your Network

Accountant
Babysitter
Beautician
Business partners/
suppliers
Chiropractor
Dentist



Dietician
Doctor
Electrician
Gardener
Hairdresser/
barber
Office cleaner

Personal trainer
Painter
Plumber
Physio
Social media
groups



Your Community



After school care
Book club
Bowls club
Child care group
Church, synagogue, etc.
Health clinic
Coffee shop
Construction site
Cooking class
Council

Deli
Florist
Footy club
Government
Health club
Hospital
Library
Market
Museum
Night class
Pharmacy

Post office
Pub
Restaurant
Rotary club
School
Supermarket
Swimming pool
Tennis club
Theatre
University
Volunteer group
Yoga class

