

Table of Contents

1 PART

Introduction page 1

Know Yourself First

STRATEGIES

- #1 - Know Your Organization's Story page 14
- #2 - Know Your Organization's Core Values page 16
- #3 - Know Your Organization's Real Needs page 19
- #4 - Know Your Organization's Plan page 22
- #5 - Know Who You Know page 25
- #6 - Know the Rules of Friendship page 29

2 PART

Making Friends



Matchmaking: Introducing Personal Friends to Your Organization

STRATEGIES

❖ Meeting One on One

- #7 - Personal Advocacy page 40
- #8 - Using an Introductory Mailing to Build Relationships page 42
- #9 - Breakfast with Friends page 45
- #10 - Community Sleuthing page 47
- #11 - Host a Tour page 52

❖ Introducing Whole Groups to the Organization via Informal Board Member Parties

Host an Event at Your Home

- #12 - Host an Interactive coffee page 59
- #13 - Host a Movie Night page 60
- #14 - Sign Them Up! page 60

Birthday Parties

- #15 - Collection of Goods page 63
- #16 - Cash Donations page 64
- #17 - Party On Site page 65
- #18 - A Work Party page 65
- #19 - Thank You Notes page 65
- #20 - Create a "How-to" Fact Sheet page 66

❖ Introducing Whole Groups to the Organization via Organized On-Site Events

Barn Raising (a.k.a. Volunteer Parties)

- #21 - Inviting Friends of Board Members page 71
- #22 - Inviting Donors page 72
- #23 - Inviting People of Influence page 72

Focus Group Event

- #24 - Focus Group Event page 76

Annual Meeting Event

- #25 - Turn Your Annual Meeting into an Event! page 80
- #26 - Photo Thank You's as Another Point of Engagement page 81



From the book
FriendRaising:
Community Engagement
Strategies for Boards Who
Hate Fundraising but Love
Making Friends
by Hildy Gottlieb

Contact:
Help4 NonProfits & Tribes
Community-Driven Institute
520-321-4433
www.Help4NonProfits.com

Part 2: Making Friends (continued)

Making New Friends

- ❖ **Public Speaking**
 - #27 - Arrange for Speaking Opportunities page 93
 - #28 - Create a Board Speakers Bureau page 93
 - #29 - Learn to Speak Effectively page 94
 - #30 - Follow Up page 95
- ❖ **Public Writing**
 - Writing for the Newspaper**
 - #31 - Write a Letter to the Editor page 101
 - #32 - Write a Guest Editorial page 102
 - #33 - Get the Most You Can Out of Being in Print page 103
 - Writing for Other Organizations' Newsletters**
 - #34 - A Feature Story page 105
 - #35 - Highlight an Event page 106
- ❖ **Public Affairs Interviews on TV & Radio**
 - #36 - Telling Your Story in Person on TV / Radio page 111
 - #37 - Using that Interview Beyond Its Airing page 111

3 PART Asking Friends for Help

STRATEGIES

- ❖ **Giving Thanks**
 - #38 - Board Members Giving Thanks page 122
- ❖ **Asking Movers and Shakers for Help**
 - #39 - Asking Local Celebrities for Help page 128
 - #40 - Creating Your Dream Team page 131
- ❖ **Asking Small Businesses for Help**
 - Asking Businesses for Help**
 - #41 - Donating Change page 137
 - #42 - Lunch Room Opportunities page 137
 - #43 - Tagging Advertising page 137
 - #44 - In-kind Gifts page 138
 - #45 - Volunteers page 138
 - #46 - Trade Associations page 138
 - #47 - Business Promotions page 138
 - #48 - Bag Tokens page 139
 - Asking Employee Groups for Help**
 - #49 - Speaking Opportunities page 141
 - #50 - Volunteers page 141
 - #51 - Donations of Goods or Cash page 141
 - #52 - Program Advice page 141
 - #53 - Follow Up with the Boss page 141

❖ **Asking Businesses for Help** (continued)

Decision-Makers for Large Employers

- #54** - Corporate Employee Gift Match page 144
#55 - In-kind Donations page 144
#56 - Event Sponsorship page 144

❖ **Asking Kids for Help**

Asking Schools for Help

- #57** - Bring Mission-Focused Programs to the Schools page 149
#58 - Getting Advice page 149
#59 - Sponsor School Activities page 150
#60 - Collect Goods page 150
#61 - Collect Pennies page 151
#62 - Benefiting from School Events page 151
#63 - Public Speaking page 151

Asking Kids Outside Schools for Help

- #64** - Volunteer Groups page 153
#65 - Remember the Parents page 154
#66 - A-thons page 154
#67 - Program Advice page 154

❖ **Asking Congregations for Help**

- #68** - Speaking Opportunities page 159
#69 - Volunteers page 159
#70 - Donations of Goods or Cash page 160
#71 - Program Advice page 160
#72 - The "Church Bulletin" page 160
#73 - Engage with the Congregation's Spiritual Leader page 160

❖ **Asking Donors for Help**

- #74** - Making Change page 164

Using Your Direct Mail Campaign to Engage Donors as Friends

- #75** - Add Names to the List page 167
#76 - Writing Personal Notes page 167

- #77** - Inviting Your Large Donors to Become Friends page 169

❖ **Asking Other Nonprofit Organizations for Help**

- #78** - Traveling Board Meetings page 177
#79 - Program Discussions page 177
#80 - Big Picture Discussions page 178
#81 - A Day of Tours page 178
#82 - Individual Tours page 179
-

4
PART To Make a Friend, Be a Friend

#83 - Commit to FriendRaising page 187
#84 - Collect Change at Board Meetings..... page 187
#85 - Get Your Own Employer Involved page 187
#86 - Get Your Own Congregation Involved page 187
#87 - Get Your Kids' Schools and Other Activities Involved page 187
#88 - Give Your Own Gift page 188

#89 - Govern for Community Impact..... page 190

AfterWords

FriendRaising Web Resource Area page 196
Shared Resources page 197
Board Member Letter of Commitment & the Board Attendance Matrix page 198
Movies for Your Cause page 199
The Power of Public Speaking page 200
A Direct Mail Tip page 201
A Tip Worth Its Weight in Gold page 202
The Sound a Thank You Makes page 203

About the Author page 207