



WEST'S WOMEN'S HISTORY MONTH FUNDRAISER

Fundraising Guide & Tips

We know it's **hard to find time to reach out to your network** and it can be **scary to approach people and ask them to contribute**, but here are a few tips to help you **do it scared**.

Not sure who to reach out to? Don't have a network to contact?

- Check your LinkedIn, you know more people than you think!
- Reach out to Jaime or other WEST leadership and see if they have a list they can share with you.
- Schedule a networking meeting with some contacts you've lost touch with- could extend your network again, and get a donation!
- Ask for an introduction to the decision-maker at their company.

Not sure where to start or how to circle back?

- First, take a deep breath and work on writing a template. It doesn't have to be scary or overly salesy! [Click here for a template](#).
- Talk about a recent WEST event you attended and how it helped/benefitted you. Use that as a conversation starter!
- When writing to your network, be creative- add a catchy subject line.
- Practice your ask. In your head, in front of a mirror, with a friend/family member. By practicing you'll help yourself get more comfortable with asking.

Missed their budget cycle

- Many companies budget for donations and make decisions at specific times. See when a better time to reach out would be.
- Ask about their company policy and limitations so you know whether to reach back out and what information you'll need when you do.

They are part of another women's group, why WEST?

- WEST differentiates by having a strong local impact, highly engaged leadership, a supportive community, and a large number of events and seminars to support our members and their communities.

Remember that people like to be able to help others and support their local communities. They'll want to hear more about this. Don't be afraid of rejection, the worst they can say is no, and that's okay!

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