

**FEBRUARY 2008**

*Face-to-Face with Neighbors and Friends*

*on-the-go!*  
*e-TA*

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*A service of the Corporation for National and Community Service - Resource and Fund Development Initiative*

## Dear “Face-to-Face” Colleague,

Sometimes going door-to-door and asking for support face-to-face is the best way to get a positive response. When a request is made by a volunteer who is a neighbor or a friend, the answer is even more likely to be “yes.” Click on the titles at the right to learn more about...

**[Volunteers and Shoe Leather Fundraising](#)**

**[Creating an Elevator Speech](#)**

**[House Party Fundraising](#)**

Do you have questions about community organizing as fundraising? Contact us through

[LEADline@CampaignConsultation.com](mailto:LEADline@CampaignConsultation.com).

Access previous issues of On-the-Go eTA by clicking on the title at the right.

## Volunteers and Shoe Leather Fundraising

Volunteers who go door-to door to ask for support are raising funds and educating the community about their social mission. Door-to-door canvassing, or “shoe leather fundraising,” is an effective way to build a donor base. It requires a high degree of preparation.

Here are a few tips for you when you are organizing volunteers to canvass a neighborhood:

- Know the community.
- Understand what concerns are important to the neighborhood.
- Organize people who preferably are from the community into pairs.
- Review a map of the area and provide suggested routes.
- Compose and rehearse your elevator speech with

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your volunteers (see below.)

- Provide canvassers with identification and materials (clipboards, handouts, pledge forms and reply envelopes, t-shirts, nametags, etc.) to promote credibility, alleviate skepticism, and build confidence.

At the planned date and time, gather to mobilize your effort and work your canvas area thoroughly. Debrief at the end of the day and thank volunteers.

Here are some more tips for you and your canvassers:

- Be safety conscious. Always have a partner. Never go inside a house.
- Have a driver available during the canvas for emergencies.
- Wear comfortable shoes. Carry water. Wear a hat and use sun block.
- Don't walk across people's property.
- Knock even if the house looks empty.
- Be polite, friendly and neatly dressed. Make eye contact.
- Listen. Thank people for their time even if they choose not to make a pledge.
- Complete pledge form and return copy to donor with a postage paid reply envelope for their contribution.
- Keep complete records. Make note of addresses where no one was home.
- Although it is illegal to leave literature in mailbox, put it in a door.
- Follow up by mail.

Some municipalities require a permit to go door-to-door. It is best to call your local government to find out.

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## Creating an Elevator Speech

An elevator speech is a prepared presentation that captures an audience within a short period of time using clear and concise language. Not only can this speech be used in an elevator when you have little time to capture a person's attention, you can use it when you are canvassing a neighborhood and you want to keep the door open. It is imperative that you practice this speech with your volunteers. It is the first impression that a friend, neighbor or total stranger has of you and your project.

## Share Square

**Facts for your fundraising  
volunteers to know**

Getting new fundraising volunteers involved quickly in concrete, short term tasks will cement their relationship with your organization while the enthusiasm is fresh. Invite your new volunteers to help you organize a canvas or house party as described in this issue of On-the-Go eTA.

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The elevator speech allows 60 seconds to introduce yourself and your program to a captive audience, but doesn't waste their time. It should introduce a community problem and discuss how a program/cause solves the dilemma. Talk benefits, benefits, benefits!

Once you and your volunteers have practiced your elevator speeches multiple times, using different words to freshen the conversation, you will share your conviction with ease. Be prepared with alternatives for support when the listener asks, "How can I help."

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## House Party Fundraising

Fundraisers use house parties, parlor talks, porch chats, etc. as effective forms of peer-to-peer asking that is personal, intimate and can be a lot of fun. Look for a volunteer host (or hosts) who can provide a space large enough and is willing to have an event at his/her home. A member of your board or advisory council who already has an investment in the success of your organization may be willing to do this. Ask other volunteers to help by inviting their friends, developing the program, giving a talk, providing refreshments, helping with set-up and clean-up, and any other necessary chores.

Your house party can be as formal or informal as you wish. It is a mini-special event and should be designed to appeal to your audience.

[Click here to learn how to organize a fundraising house party with volunteers.](#)

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### Let us know

Have you found other ways to raise funds for your program in your communities?

Contact us at [LEADline@CampaignConsultation.com](mailto:LEADline@CampaignConsultation.com) (LEADline is sponsored by the Corporation for National and Community Service through its Resource & Fund Development Initiative.) We would be happy to answer questions or to give you more support.

Thank you for your interest in On-The-Go eTA. We encourage you to [send this and other issues of OTG eTA to friends and colleagues](#) who would benefit from the information. Also, if you're on information-overload, you may request [email removal](#). Otherwise OTG e-TA will be back soon with another edition.

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*"I am of the opinion that my life belongs to the community, and as long as I live it is my privilege to do for it whatever I can."*

– George Bernard Shaw

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Details from above:

## House Party Fundraising Plan

Steps	Details
<p><b>The Plan</b></p>	<ul style="list-style-type: none"> <li>• Allow enough time: Send out invitations 3 to 4 weeks before event.</li> <li>• Chose what kind of event...                             <ul style="list-style-type: none"> <li>◦ Morning coffee</li> <li>◦ Sunday brunch</li> <li>◦ Garden party</li> <li>◦ Dinner party</li> <li>◦ Afternoon tea</li> <li>◦ Evening refreshment</li> <li>◦ Barbeque</li> <li>◦ Other?</li> </ul> </li> <li>• Identify and ask host(s).                             <ul style="list-style-type: none"> <li>◦ Look for a dedicated fundraising volunteer or member of your leadership who has space for the number of people you want to attract.</li> <li>◦ You also can have a co-host.</li> </ul> </li> <li>• Speakers                             <ul style="list-style-type: none"> <li>◦ Choose one or two, including the host.</li> <li>◦ Plan the remarks.</li> <li>◦ Determine the time (about one hour into the event when guests have had an opportunity to meet and mingle.)</li> </ul> </li> </ul>
<p><b>The Invitation</b></p>	<ul style="list-style-type: none"> <li>• Invite 3 times more people than you expect to come.</li> <li>• Invite...                             <ul style="list-style-type: none"> <li>◦ All your friends and their friends.</li> <li>◦ All your hosts' friends and their friends</li> <li>◦ All your fundraising volunteers, their friends, and their friends' friends</li> <li>◦ Social acquaintances</li> <li>◦ Business acquaintances</li> <li>◦ Community leaders</li> <li>◦ Business community leaders</li> <li>◦ Neighbors</li> <li>◦ People from church/temple/mosque</li> <li>◦ Family members</li> <li>◦ A special guest—someone who represents the success of your organization</li> <li>◦ Other</li> </ul> </li> <li>• Be clear that this is a fundraising event for your cause.                             <ul style="list-style-type: none"> <li>◦ "Bring your check book. And bring your friends."</li> </ul> </li> <li>• Follow up by phone a week before the event with those who have not responded. Ask for a donation if they cannot attend.</li> </ul>

<p><b>The Ask</b></p>	<ul style="list-style-type: none"> <li>• Should be made by host, who...</li> <li>• Makes the first donation.</li> <li>• Have plenty of donation cards and envelopes available at the event. <ul style="list-style-type: none"> <li>◦ Hand them out after the Ask.</li> <li>◦ Place them around the house in conspicuous places.</li> </ul> </li> </ul>
<p><b>Donations</b></p>	<ul style="list-style-type: none"> <li>• Include a donation envelope with the invitation. Ask those who cannot attend if they would like to make a gift.</li> <li>• Collect donations personally</li> <li>• Place a basket to collect envelopes in a conspicuous place</li> </ul>

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## Resources

*The National ASK (Awareness, Skills, Knowledge) to Sustain Institute*, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 1998, 2002

*The CNCS Resources Now! National Institute*, sponsored by Corporation for National and Community Service, provided by Campaign Consultation, Inc. 2005-07.

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## Learning Products and Services

### **LEADline:**

*(Learning Experiences At a Distance)* LEADline is designed to give information fast. Have a resource & fund development question? Use LEADline and within 24 hours you will receive response and advice from a fundraising professional.

### **Contact us**

[LEADline@CampaignConsultation.com](mailto:LEADline@CampaignConsultation.com)

### **GIZMOs:**

*(Giving Information for Zooming Mission Objectives)* GIZMOS are resource and fund development tools for you and your volunteers. They are tangible products in packets, pocket brochures, CD-ROMs, games, etc. They feature a myriad of fundraising topics such as The Case for Support, an interactive online resource. To order, contact us through

[LEADline@CampaignConsultation.com](mailto:LEADline@CampaignConsultation.com)

or call 410.243.7979 or toll free at 1.877.243.2253.

View and use our newest GIZMO, [Building Your Case for Support](#)

For more information:

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### ***The Chronicle of Philanthropy:***

Everyone who comes to a Resources Now! National Institute gets a free subscription to the Chronicle for a year. Participants in CNCS Campaign Consultation workshops receive the latest issue free of charge plus a \$20 discount on one year's subscription.

### ***Workshops/Clinics:***

The Corporation for National and Community Service (CNCS), through its T/TA service provider Campaign Consultation, Inc., offers a three-hour workshops and clinics for those interested in mastering key skills need to write for individual donors.

### ***Online Courses/Webinars:***

Web course delivery of topics pertinent to resource development such as — **Build Fundraising Volunteer Champions** and **Cause Related Marketing and Corporate Partnerships**.

Available through the Resource Center at,  
<http://nationalserviceresources.org>

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## **Tell Us!**

Let us know by contacting us through [LEADline@CampaignConsultation.com](mailto:LEADline@CampaignConsultation.com)

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