

Julie's Holiday (fundraising) Wish

Hi,

We live in particularly tough times for children. As a leader in fundraising for Save the Children, do you... Raise money this week for children in Yemen? Do you speak out and raise vital funds for children and their families trapped in Aleppo? Or do you start planning how to raise more for Search & Rescue in 2017 because we need to get the boat back in the water and save lives?

We are lucky to work for an amazing organisation that is there for children in all of these crises – and many more.



So my Holiday wish is for all of us to do all we can to have a final push and raise more vitally needed funds for the most vulnerable children in the world today.

Fatima, 3, inside her family's temporary shelter in the suburbs of Idleb where they have been living after they were forced to leave their hometown because of the violent clashes and heavy bombing..*

When I was a fundraising director, this is the time we'd get together as a team and brainstorm on what more we can do. Here would be one of my contributions because it is totally doable!

I'd start calling donors – or have our best performing outbound call centre do it or more than one depending on volumes.

The donors I'd prioritise would be

- those who always give to emergencies and may give again even if they have already this year
- the donors who give higher average gifts (\$100+ as single gifts) starting with the highest givers
- if this was working well, why not call all donors you have a phone number for?

I'd go all out to start calling by Friday and through the weekend because now is the time. If it works, I'd keep calling next week as we approach the holidays. As a fundraiser, I'd know that would give a great ROI and, even if I'd run out of budget, I'd ask my CEO for more to do this.

I'd ask donors if they can make an exceptional gift for the Children's Emergency Fund (CEF) and we'd make sure the children in greatest need get it. And I'd tell

the donor we are helping children in all of the places they are hearing about in the media right now. If they want their donation to go to children in Aleppo, then allocate to Aleppo. If you decide it's stronger to ask for Aleppo, rather than CEF, then ask for Aleppo. You can figure this out in the first few calls. We fundraisers always like to test.

(And I'd share the phone script with fundraising teams in other countries because we can all do more for children by sharing).

Then I would get on the phone myself – and so would the chief executive – and we'd call all of our top donors personally and ask if they could make an exceptional donation for children as these are exceptionally tough times for children. It is the time of year for giving, we know they are generous and together we are there for children. And I'd wish them and their families a healthy and happy holidays.

And I wish you all a healthy and happy holidays too. You and your teams have achieved so much in 2016 to be really proud of. And we can all feel proud of working for Save the Children.

Julie

From 101Fundraising, written by Julie Weston, Director of the Global Fundraising Hub.