

Making the Ask

The most important aspect of fundraising is knowing who to ask. When asking for a donation, remember to consider all of the different groups of people you know. People want to support your efforts – you just need to ask.



THINK ABOUT WHO YOU KNOW

Personal relationships can be more than just family and friends!

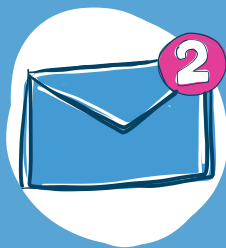
1. Family – consider more than just your immediate family and include people you might see over the holidays or relatives who live beyond your local community.
2. Friends – this includes your close friends as well as your acquaintances. Consider friends from different times in your life: childhood, high school, college and beyond! Also think about groups that you belong to: PTA, social clubs, gyms, etc.
3. Community groups – think about other organizations such as church, civic, religious, volunteer activities and virtual groups.
4. Businesses you frequent- consider asking your doctor, hairdresser, dry cleaner or local coffee shop. Any of these people may want to give if you ask.
5. Neighbors – use fundraising as a way to meet people in your neighborhood.
6. Co-workers and clients – start with your current colleagues, then reach out to former co-workers as well. Ask your business clients, partners, vendors and even fellow alumni!

HOW TO ASK FOR A DONATION

Figure out how you want to reach out to ask for donations. Here are a few ideas:



PHONE



E-MAIL



IN-PERSON



SOCIAL MEDIA*



MAIL A LETTER

*If you like to use social media to fundraise, consider creating a fundraiser through UNC Lineberger's fundraising platform. We will provide you with a link that you can use, and donors can make their donation directly on the platform.