

THE BOOK
on
FUNDRAISING

FIRST EDITION

Brion Hickey

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Artwork

Billy Hong (Vanxuong), created the artwork between chapters. Billy is a talented artist living in San Francisco. More of his work can be found on his personal site: iDontWriteWords.com and Billy-Hong.com.

About the Author

[Brion Hickey](#) is a master in website optimization engaging with over 120 clients worldwide. His website optimization experience began back in the start-up days with Offermatica, acquired by Omniture and then purchased by Adobe for 1.8 billion dollars. He spearheaded the expansion of Offermatica into the EMEA and APAC markets, which developed his enormous range of online marketing experience. Brion has personally worked with clients such as CNET, VeriSign, Zales, HR Block, AIG/Japan, Barclays Bank/United Kingdom, and more. Some of Brion's many published case studies include BabyCenter.com and CNET.

To achieve, you need thought. You have to know what you are doing and that's real power.

- Ayn Rand



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Introduction

Because of the wide variety of information about fundraising floating around the web, DonationTo.com has put together an organized guide for effective fundraising. It is intimidating and time consuming for first-time fundraisers to sift through a variety of blogs and resources to find *quality* information needed to execute a campaign. Our goal is to consolidate the best fundraising tips found anywhere. These tips are helpful for beginners and advanced fundraisers and relevant despite our constantly changing web world. Although technology continues to advance and transform the way we communicate, the techniques provided will remain true.

The Book on Fundraising offers a concise overview of what successful fundraising entails. We realize the same people who consider fundraising are often some of the *busiest* people. For the sake of time, we have created this short book to be quickly absorbed by all. You can read about all these techniques in about the same time it takes to fly from California to New York.

Fundraising is not an easy endeavor; as with most ventures, there are more failures than successes. For beginners, the tips we offer will help increase the likelihood that your fundraising will be successful. For experienced fundraisers, our tips will help you reach your fundraising goals more quickly.

By providing specific concrete techniques for each step of fundraising, *The Book on Fundraising* offers a unique value. We address the best approaches and include the use of social networking sites and blogging. This mix of traditional and modern techniques lays out all of your options clearly so that you can customize your fundraising to your needs.

A successful fundraiser sparks the beginning of a positive cycle, wherein the confidence you gain for yourself and the trust you gain from others set the stage for your next fundraiser, and the next, and make them all more likely to be successful. On the other hand, a fundraiser that fails, especially after all of the hard work you put in, will sap your confidence and may begin a vicious cycle of defeat. To have the desire to learn more about fundraising is an incredibly important first step — one that you have already taken if you are still reading! The next step, then, is to become as prepared as you can be for success.

The Book on Fundraising, with its hard-hitting, concise tips relevant to our time, but timeless in principle, will provide the *right* information so you can start fundraising with your very best foot forward. Very quickly you will obtain specific, nontechnical techniques to effectively improve your fundraising campaigns. Let's begin.

Section 1: Where to Begin Fundraising



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CHAPTER 1: Do Something Specific



The excitement of raising money for a cause often leads first-time fundraisers to attempt more than they can handle. Frequently, fundraising for large numbers for a general cause results in poor direction, arbitrary goals, and lack of funding. This first chapter regarding the scale of successful fundraising seeks to help you decide on a goal that is exhilarating because it is achievable.

To avoid the common mistake of over-committing, start with a smaller goal amount and focus on a specific aspect of the cause. For example, say you want to raise money to produce fresh drinking water in Latin America. Instead of aiming to help bring drinking water to a foreign land — “Hello friends, I am trying to bring fresh drinking water to Nicaragua, donations are very much appreciated” — tell your supporters about a specific objective you are working on and the exact manner in which you will bring drinking water to the area. Here is a sample statement to consider: “We are providing clean water for 20 families in the quaint, little town of Torre Cinco. We have worked with local contractors who have priced each water well at \$500 and we are trying to build 3.” Wow! Now this is starting to sound like something tangible. We have a goal in plain sight and the rewards are both specific and rewarding.

Taking small, specific steps also draws visitors to your cause. The reason is because the more specific a cause, the better you are able to isolate what donors “get” in return for their contribution, with measurable results. The key word here is “get.” Visitors will more likely give or participate if they clearly understand what will result from their involvement. If they can “get” a result — even if it’s small — your visitors will more likely support your cause.

Starting off fundraising for a cause that is specific and practical energizes you and attracts supporters. Remember, everyone wants to be able to accomplish their goals! Make sure that what you are pouring your energy into is actually doable.

CHAPTER 5: The Importance of Link Placement



Hyperlinks are any area of text that can be clicked and that then direct a visitor to another page. Peppered across every website, they're the highways of the online world as they transport visitors nearly instantaneously from point A to point B to point C. When placed strategically, links can optimize your fundraising by potentially shuttling everyone in your online network to a website where they can contribute. Best of all, strategic link placement enables your supporters to bypass the time-consuming search engine.

Linking When Blogging

First, we will talk about links within blog posts. If you have used DonationTo.com to create your fundraising page, make sure to include a link to your page as well as a link to DonationTo.com. It is extremely helpful to include with the links not only an explanation of your cause but also information about how DonationTo.com works. Linking to DonationTo.com and your fundraising URL gives your website little boosts of credibility with the Google search engine and others. The more credibility, the more exposure your fundraising efforts will receive from these search engines.

Another way to direct higher traffic to your blog and your DonationTo.com page is to make sure your links are on other sites. Network with blogs that write about topics similar to your cause, as well as to general fundraising blogs. Introduce them to your project, start a conversation, and, when appropriate, request that they include your link on their blog. If you're lucky, your blog URL will show up in their blog roll and some of *their* supporters may become yours.

Facebook & Twitter Strategies

Twitter and Facebook are great places to include links to your blog and DonationTo.com page. Especially if you place them in a prominent place, such as your personal profile, new people will be able to access those links every time you tweet or update your status. Furthermore, by writing about your fundraising effort as part of your own "mini bio," visitors will immediately get the idea that you are passionately involved in your cause, and will be more likely to contribute.

On Twitter, access and update your profile at <http://twitter.com/settings/profile>.



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