

Why asking for donations make sense

SUPPORTERS CARE ABOUT YOU NOT YOUR PRODUCTS

89% of people who donated to school clubs gave because they cared about the cause or knew the fundraiser.* Asking for a donation lets the people in your life invest in YOU and YOUR FUTURE.

PRODUCT FUNDRAISING IS NOT NECESSARY

How many times have you heard family and friends say they don't need ANY MORE candles or fruit, but still want to support your club?

In fact, only 5% of donors give because they are interested in the product they're buying.* Use Edco to ask directly for donations, and spare your family or friends the need to spend money on products they don't really want.

PRODUCT FUNDRAISING IS EXPENSIVE

How many times has your family purchased ALL the chocolate, cookies or cheese from your club fundraiser – just so you didn't have to spend time selling these items?

Check out how much extra profit your team can raise by asking for money with Edco versus typical product fundraising:



* Source for 5% and 89%: Association of Fund-Raising Distributors & Suppliers

Asking guidelines

- 1. Ask family, friends and people in your community to donate to your club.**
People can't give if they don't know you need help.
- 2. Share your passion for what your club is all about FIRST.** Your excitement will show how much you care and help donors understand why they should too.
- 3. Explain what their donation can make possible.** Be specific about the impact a donation will have on your club. Be clear what your club can do with \$5, \$100, \$500 and more.
- 4. Stay confident and be proud of what you're doing.** A "no" is not a personal rejection. Most people do not give the first time they are asked. It's important to establish a relationship.
- 5. Let donors know that when they support you through Edco, they do not need to buy any product.** This allows your club to keep an average of 90% more of the money raised.
- 6. Be prepared to take money on the spot.** Before approaching a potential donor, load your Edco club page on your mobile phone so donors can give with their credit or debit card on-the-spot through the Edco team page.

If they are not prepared to make a donation at that moment, let them know they can make a donation on their personal computer or mobile device, instead.
- 7. Turn one-time donors into repeat donors.** Be sure to follow up with each of your donors to thank them. When you do, share pictures and videos to show how their support helped you out.

Donors who get responses back and see what their contribution helped make happen are MUCH MORE likely to give again.