

**TAKE ON
ADDICTION**

ASKING FOR DONATIONS



TakeOnAddiction.org



SMART Recovery®

Life beyond addiction

How to ask

Donors give for a variety of reasons, but...

The **number one reason** anyone gives is **because they were asked**.*

1

First, is asking

Think about who you're asking and what's the best way for them to receive the 'ask'.



In person
(Remember to
social distance)



Via social media



An email



A letter
or card



A phone call



A text message



Skywriting
(maybe that's too much...)

2

Suggest an amount or range

People feel more comfortable by being given a guide of how much to donate.

You could also let them know how much you are hoping to raise.

3

Explain why (the cause)

Let them know **what** you're doing (Taking On Addiction) and why (to raise money to help people find life beyond addiction).

4

Give an example of how their donation helps

Find out more about how your funds help our beneficiaries by visiting
www.TakeOnAddiction.org.

5

Make it easy

Share the link to your unique Take On Addiction URL (personal or team page).
[www.TakeOnAddiction.org/users/“fundraising profile name”](http://www.TakeOnAddiction.org/users/fundraising-profile-name)

6

Ask more than once

Many people intend to donate but may need a friendly little reminder.

7

Say thank you

You can do this via your profile page. It's nice to add a few status updates so people know how you're doing (photos are great too!).



Who to ask

Asking for donations doesn't have to be scary. There are lots of people you know who will want to support you, and help you to raise funds for people who want to find life beyond addiction.

Use this handy list to remind you who to ask to **help you fundraise**.

Easy to ask

Partner	Cousins	Work mates
Sisters, Brothers	Overseas family or friends	School/Uni friends
Parents, In-laws	Close friends	Best man, Bridesmaids
Uncles, Aunts	Neighbours	Children friends' parents
Grandparents	Sport teams	

Your network

Accountant	Doctor	Painter
Babysitter	Electrician	Plumber
Beautician	Gardener	Physio
Business partners	Hairdresser	Social media groups
Chiropractor	Barber	
Dentist	Office cleaner	
Dietician	Personal trainer	

Your community

After school care	Government	Rotary club
Book club	Health club	School
Child care group	Hospital	Sports club
Religious community	Library	Supermarket
Health clinic	Market	Swimming pool
Coffee shop	Museum	Theatre
Construction site	Night class	University
Cooking class	Pharmacy	Volunteer group
Council	Post office	Yoga class
Deli	Pub	
Florist	Restaurant	

