

ASKING FOR DONATIONS





How to ask

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

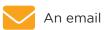
The number one reason anyone gives is because they were asked.*



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











A phone call



A text message



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

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.

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).

Give an example of how their donation helps

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

Make it easy

Share the link to your unique Take On Addiction URL (personal or team page). www.TakeOnAddiction.org/users/"fundraising profile name"

Ask more than once

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

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 Sisters. Brothers Overseas family or friends Parents, In-laws Close friends Neighbours Uncles, Aunts

Grandparents Sport teams Work mates

School/Uni friends Best man, Bridesmaids Children friends' parents

Your network

Accountant Doctor Babysitter Electrician Gardener Beautician

Hairdresser Business partners Chiropractor Barber

Dentist Office cleaner Personal trainer Dietician

Painter Plumber Physio

Social media groups

Your community

After school care Government Health club Book club Child care group Hospital Religious community Library Health clinic Market Coffee shop Museum Construction site

Cooking class Council

Deli **Florist** Restaurant

Night class Pharmacy Post office Pub

Rotary club School Sports club Supermarket Swimming pool Theatre University Volunteer group

Yoga class



