



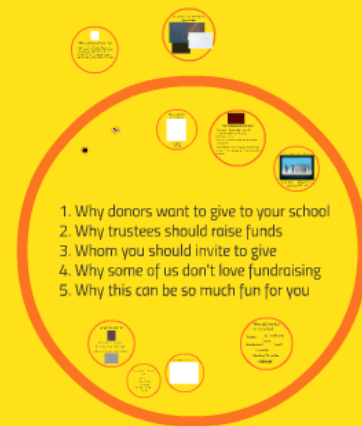
Learning to work about the Trust in partnership between schools



Thinking a lot



- 1. Why donors want to give to your school
- 2. Why trustees should raise funds
- 3. Whom you should invite to give
- 4. Why some of us don't love fundraising
- 5. Why this can be so much fun for you



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Thank You!



**Fundraising  
Leadership**

# Fundraising is Fun

*(I promise!)*



Phil Klein  
Kent Denver School



1. Why donors want to give to your school
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11 Kids  
12 weeks  
No Rules  
One question:  
How do you want to change the world?



# Everything I learned about the "Fun" in Fundraising I re-learned in Middle School





11 Kids  
12 weeks  
No Rules  
One question:

*Do you want to change the world?*







# Middle School kids' thoughts on fundraising



- It takes work
- You have to know what you're talking about
- It helps when you're excited
- It's easier to talk to people you know
- It was fun when they said yes, but it was OK if they said no
- I had fun doing it with my friends

## To make it fun you should:

- Lead with your heart and believe in the mission
- Be the most positive person in the room
- Have a good story to tell
- Work with others
- Don't be afraid to ask
- Be OK with people saying no
- Celebrate when they say yes!



A large, thick orange circle is centered on a solid yellow background. The circle's diameter is approximately 80% of the image width. Inside the circle, the text "So if the kids can have fun doing it..." is written in a dark grey, sans-serif font, centered horizontally and vertically.

So if the kids can have fun doing it...



Why we don't all like fundraising

Be bold!  
Don't ask!

TOP 5 REASONS PEOPLE GIVE

1. Someone I know asked me to give
2. I felt emotionally moved by someone's story
3. I want to feel I'm not powerless in the face of need
4. I want to feel I'm changing someone's life
5. I feel a sense of closeness to a community or group

Why trustees should fundraise

Connection Vision/Mission  
Credibility Role Model

1. Why donors want to give to your school
2. Why trustees should raise funds
3. Whom you should invite to give
4. Why some of us don't love fundraising
5. Why this can be so much fun for you

Whom do I invite?

a) those you know will give  
b) those you are not sure will give  
c) those you are sure will give nothing

How to make fundraising fun

1. Believe
2. Band together
3. Be bold
4. Don't ask: invite
5. Celebrate

What roles should I play?

Who gets invited to my school...

Trustees	Current Parents
Faculty	Friends
Grandparents	Alumni/ae
Parents of Alumni/ae	<b>EVERYONE</b>





## TOP 5 REASONS PEOPLE GIVE

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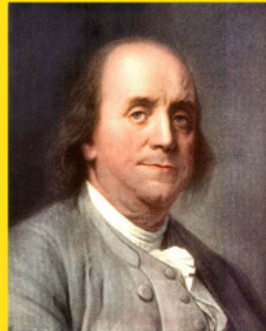
## Why our trustees like to invite

- Deep fundamental belief in the school
- I get to fulfill a responsibility I have to KDS
- Greater good for the community
- A great group of peers who enjoy inviting
- Joy from linking donors with their passions

# Why donors want to give to your school



# Whom do I invite?



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Who gets invited  
at my school...

Trustees

Current Parents

Faculty

Grandparents

Friends

Alumni/ae

Parents of Alumni/ae

**EVERYONE**

## Why trustees should fundraise



Connection

Vision/Mission

Credibility

Role Model

What roles should I play?





Why we don't all  
like fundraising



Be bold!  
Don't ask!



# Be Bold!



Tell a personal story (be vulnerable)  
Remember they already want to give  
Remember who it's for

Don't Ask: INVITE



Join us in giving  
Be a part of the group  
Participate

# How to make fundraising fun

1. Believe
2. Band together
3. Be bold
4. Don't ask: invite
5. Celebrate



When you have confidence, you can have a lot of **fun**. And when you have **fun**, you can do amazing things.



You gotta have **fun**. Regardless of how you look at it, we're playing a game. It's a business, it's our job, but I don't think you can do well unless you're having **fun**.

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**Thank You!**