

# HOW TO ASK FOR FUNDING

## 1. RESEARCH

Determine

Who gives

Where they give money

What they give

Previous connection to the Palace or the Arts in general

## 2. PREPARATION

Two people for each visit

One to discuss program

One to ask for funding at end of program discussion

Time

Phone call – ask for ½ hour appointment, be quick and stick to the allotted time

Schedule appointment early in the day for business people (8, 8:30, 9 AM)

Do not schedule over food

## 3. APPOINTMENT

Two people meet outside and go in together

Opening

5 minutes of general conversation, niceties

Program explanation by first person

15-20 minutes of explanation of program

Questions and Answers

Ask by second person

Second person asks for a specific amount of funding

“Thoughtful consideration of an investment of \$\_\_\_\_over \_\_\_\_years”

Don't expect an answer

“I know you probably need time to present this to your board.”

Offer recognition options

“We would be happy to recognize your gift in any manner that you would like.”

Get time frame for follow-up call

“Would two weeks be a good time to call you back to check on the progress of the proposal?”

## 4. FOLLOW-UP

Send thank you card the same evening

Call at a predetermined time

Record Comments

May need several follow-up calls

## 5. RECOGNITION

Plaque

Event

Newspaper article

## **46 REASONS WHY PEOPLE RESPOND POSITIVELY TO REQUESTS FOR MONEY**

1. You ask them to give.
2. They believe their gift will make a difference – you enable them to do something about a major problem or issue.
3. They are recognized for their gift.
4. You enable them to gain personal connections with others who are passionately involved in some meaningful dimension of life.
5. You allow them to get back at the corrupt or unjust.
6. They have the discretionary wealth to give away.
7. They feel it's their duty.
8. You allow them to relieve guilt about some ethical, political or personal transgression, real or imagined.
9. You enable them to offer opinions and share their attitudes.
10. You help them to learn about a complex and interesting problem or issue.
11. They are afraid the project will fail without them.
12. You give them the chance to release emotional tension caused by a life-threatening situation, a critical emergency or an ethical dilemma.
13. They believe it is a blessing to give.
14. You give them the opportunity to be associated with a famous or worthy person.
15. You give them the opportunity to belong to something as a member, friend or supporter.
16. You give them something tangible in return.
17. They have a philanthropic habit.
18. You help them preserve their world view by validating cherished values and beliefs.
19. They have demonstrated that they support organizations like your.
20. They know their gift will accomplish something right now.
21. Others they respect have given and invite them to make a gift.
22. They feel that their gift is appreciated.
23. You aid them in doing something for a family member or friend.
24. You show them a way to make a gift and get a personal return.
25. They can express personal gratitude for something that helped them or their family.
26. They can focus attention on an agency with which they identify.
27. You have made it easy for them to make the gift.
28. You have been thorough in your presentation and they can't see a reason not to give.
29. They respect the leaders of the organization.
30. You tell the truth.
31. You listen to their needs and ambitions.
32. You give the donor more than they expect.
33. You don't argue.
34. You return phone calls.
35. You don't apply too much pressure to give.
36. You develop a relationship with the donor that enhances confidence.
37. You respect the importance of the donor's time and use it wisely.
38. You seek the donor's advice on particular aspects of a project.
39. You involve the donor's family or company in the project.
40. Your appearance is professional and appropriate.
41. You are creative in finding ways for the donor to make the gift.
42. Your approach to the project is creative and unique.
43. You express thanks in informal as well as formal ways.
44. You tell others of the donor's gift and how he or she has made a difference
45. You deal with people as people
46. Your donor knows you work hard, enjoy your work and contribute all you can to your agency.

# **PROSPECT RESEARCH CHART** (Individuals, Corporations, Foundations, Governments)

Name of Organization: \_\_\_\_\_ Completed by: \_\_\_\_\_ Date: \_\_\_\_\_

PROSPECT	GIVING HISTORY	CAPABLE OF GIFT OF	LIKELY GIFT	BEST SOLICITOR	COMMENTS
1. Name: Address: Phone:					
2. Name: Address: Phone:					
3. Name: Address: Phone:					
4. Name: Address: Phone:					
5. Name: Address: Phone:					
TOTAL GIFTS THIS PAGE					

Date

Name

Address

City, St Zip

Dear

I am pleased to acknowledge your recent contribution in the amount of \$XXXXX to the Palace Theatre Capital Campaign. As a 501(C)3 organization, every gift is tax deductible in accordance with IRS guidelines.

I am thankful for the confidence and friendship represented by your donation. As we move forward with this project, new innovative programming and additional educational opportunities will be available to diverse audiences and age groups. Your contribution has a direct and positive impact on the continuing growth of the Palace Theatre's effect in our community and the surrounding areas.

In addition to your financial support, your participation in our programs and events is valued. I hope to see you among the nearly 100,000 patrons who visit the theatre this next year.

On behalf of the Palace Theatre Board of Trustees, the staff and the Act II Community Campaign Committee, I thank you again for your meaningful support.

Sincerely,

Elaine Merchant  
Executive Director  
Marion Palace Theatre

The Palace Theatre provided no goods or services in exchange for the contribution listed above.

## **CONTRIBUTION ACKNOWLEDGMENT**

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Pursuant to IRC Section 170 (f)(8), which requires written notice of acceptance on contributions over \$250, the following information regarding your contribution is gratefully submitted. Thank you for your support.

1. **Name of Donor:**
  
2. **Date of Contribution:**
  
3. **Amount of Gift:**
  
4. **Purpose of Gift:**
  
5. ☐ **No goods or services were provided by the Palace Theatre in exchange for your donation.**  
  
☐ **Goods and services were provided. Amount of goods and services provided by the Palace Theatre:**

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**Signature of a Palace Theatre Representative**

**Date**



## Community Campaign Committee Job Description

- Team:** Respected community members with knowledge of the area's philanthropy and capability of major influence on potential donors.
- Purpose** To provide oversight of the "quiet" phase of the Palace capital campaign (in advance of the public campaign) and participate in identifying, cultivating, and if appropriate, helping to solicit potential leadership and major gifts prospects.
- Tasks:**
1. Be an informed and enthusiastic advocate of the Palace Theatre and its project to enhance the theatre experience.
  2. Review and help refine campaign strategies and materials.
  3. Help staff and campaign volunteers identify and develop information on leadership and major gift prospects.
  4. Make a financial contribution that is an "important" and significant gift to you.
  5. Help cultivate and, if appropriate, help solicit gift prospects.
  6. Help identify, cultivate, and recruit leaders for the next phase of the campaign-the public Partnership Campaign.
  7. Interface with:  
Fred Reid, Campaign Coordinator, Chair of Act II campaign 496-2761  
Elaine Merchant, Executive Director, Palace Theatre 383-2101
- Timing:** Meetings will be kept to a minimum because Committee members will, for the most part, be working individually with Fred Reid, Elaine Merchant, the Palace staff, and other committee members. As a whole, the team is expected to meet only 3-4 times from February to October.