



STRATEGIES TO MAKE ASKING FOR PARTICIPATION AND DONATIONS EASIER

As you engage in recruitment and fundraising activities, it's important to have some master tools in place to ensure success.

Just Ask. Someone asked you to be involved, so share that opportunity with someone else. Remember that you're giving people a chance to do something that will make them feel good and help students in our community.

Don't decide for others. Ask everyone. Many will be flattered that you asked them to be part of something important. Some might still say "no" but if you don't even ask, it's a "no" for sure.

Implement – FAST and OFTEN! The sooner the campaign is launched the more opportunities you'll have to recruit participants and donors and get people excited.

Think outside of the office. You've probably already asked for contributions from coworkers and business associates, but there are a lot of other people in your life that would support JA's efforts if asked. Don't forget to request support from friends, vendors, classmates, neighbors, and even your Twitter followers!

Get social. Speaking of Twitter, utilize social networking sites such as Twitter, Facebook and LinkedIn. You can easily do this from your fundraising page at www.firstgiving.com/jabirmingham. You could even change your profile pictures to a bowling ball, bowling pin, or the JA Bowling Classic logo!

Set a new goal. Once you've met your initial fundraising goal, set a new one. For example, you may never get a perfect bowling score of 300, but you can raise \$300 dollars!

Don't give up. Make sure you are prepared with responses for those that may need a little "extra" convincing. Below are examples of what you may encounter and some possible responses.

Reason: "I don't have time."

Response: "Do you have one hour? Registering took two minutes, and the rest of the hour is spread out over time when I get the chance to send emails, Facebook updates, or chat with people on my lunch break. That's it!"

Reason: "I really don't like asking people for money. It makes me uncomfortable."

Response: "I know how you feel. But once you see what Junior Achievement is doing to help kids be successful, it's hard to say no. By raising just \$750, our team is sponsoring an entire elementary school classroom to have a JA program! It gets easier to ask the more you do it and the JA Bowling Classic website has a lot of easy to use tools to help."

Reason: "I don't know anything about Junior Achievement."

Response: "Perfect! Not only are we raising money, we are also spreading awareness about Junior Achievement. I'll give you all the information so you are comfortable sharing the mission, history and impact of JA's programs. For example, last year in Birmingham, JA equipped more than 27,000 students with the knowledge and skills they need to succeed in the real world. For more information about Junior Achievement you can always visit their website at alabama.ja.org to read more about how JA is helping young people unlock their potential."

Reason: "I just asked my friends for money last month for something else and so can't ask for more."

Response: "I get it. But maybe you could ask them to share your message with their friends via email or help you let others know via Facebook. Spreading the word is just as valuable as donating."

***Your efforts truly make a difference in the lives of Birmingham kids.
Thank you for your time and effort!***