



Big City Parents Organization 240 Industrial Street San Francisco, CA 94124

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How to ask for a Donation

- **Who to ask?**

- 1) Do a little homework first

Many businesses believe in supporting community non-profits. You can learn about their donation policies or what organizations they are previously supported by reviewing their website (if they have one) or reviewing any public information board. Having this information will help in deciding what businesses to approach and how you frame your ask.

- 2) Relationships are everything

Whether it is your favorite restaurant or store, businesses value your loyal patronage. It is much easier to ask someone for a donation if they know your name or even recognize your face. Ask to speak to the manager or owner and pick times of day when business is slower.

- 3) Asking friends and family

Asking for a donation from friends and family is probably the toughest thing to do. Pick an occasion or place that puts the person at ease or even set up a specific “date” to discuss providing a donation. Not all will say yes but, friends and family are often the most generous.

- **What to say?**

Below is a suggested script on asking for a donation. Ultimately, every situation is different. Individuals will often provide additional information during your discussion that will help you frame how you ask for a donation.

Introduce yourself. State that you are seeking donations to support raising scholarship funds for children to have access to quality preschool education. Early childhood education programs have significant benefits in improving a child’s academic achievement, behavior and overall economic benefit to society. (See below for more details.)

Your *{name of business}* donation will be auctioned off at Big City Montessori School’s annual fundraising Gala event on April 30, 2016. The funds raised through your donation will support scholarships that are provided to lower-income families from the communities surrounding the school. Big City Montessori is committed to having a diverse student body.

All donors will be recognized at the event as well as through materials provided to all families who attend the school.

Would you be willing to contribute [*BE SPECIFIC – ASK FOR A GIFT CERTIFICATE, SERVICES OR DONATED PRODUCTS*] to support a child receiving a quality preschool education?

[If asked, our fundraising goal is \$50,000, which will fund scholarships for four children.]

- **Follow-up**

At this point, the person will either say “yes,” “no” or “maybe.” Regardless of the answer, thank them and have your donor form ready to provide to them. Businesses will often say, “We will get back to you.” At this point, please ask for the person’s contact information (phone and email) so you can follow-up with them. Ask them when they’d like you to follow-up. We recommend sending a quick thank you via email and include the donor form again.

- **Need help or want to learn more?**

The following is a simple webpage on “How to Ask Anyone for Anything” that includes a suggested script - <http://www.thefundraisingauthority.com/fundraising-basics/how-to-ask/>

- **Benefits of Preschool Education**

1) Early childhood education programs have been shown to yield benefits in academic achievement, behavior, educational progression and attainment, delinquency and crime, and labor market success, among other domains.

2) Well-designed early childhood education programs have been found to generate a return to society ranging from \$1.80 to \$17.07 for each dollar spent on the program.

(Source: Early Benefits of Child Intervention, Rand Corporation - http://www.rand.org/pubs/research_briefs/RB9145/index1.html)

3) The Effects of Preschool Education, Association for Psychological Science - <http://www.psychologicalscience.org/index.php/publications/journals/pspi/the-effects-of-preschool-education.html>

4) Benefits of Preschool for All, National Institute for Early Education - <http://nieer.org/resources/files/Benefits.pdf>