



CREATING A GOOD FUNDRAISING OFFER

U.S. CAMPUS MINISTRY

WHAT IS A GOOD OFFER?

It's a statement that conveys the specific service, benefit or action that will be achieved for a specific dollar given. In other words, for a gift of \$X, we will be able to do Y. It looks something like this:

Donor Contribution + Organizational Ministry =
Beneficiary Helped

The "offer" is one of the most important elements in any fund development strategy.

WHAT MAKES A GOOD OFFER?

There are several factors that contribute to a well-developed offer:

- It meets a basic human need – Jesus told us to give (food, clothing, water, housing, medical care, the gospel).
- It's related directly to the primary mission of the organization.
- It's simple and specific – you can picture it in your mind. The more explaining you have to do to present the offer, the less effective it will be.
- It has a clear and quantifiable value exchange so the donor knows what their gift will accomplish.
- It's believable – something you can prove works to meet the immediate need and have a lasting impact (perhaps solving a problem permanently).
- It has urgency – there's a limited window of opportunity (time) to meet the need.
- It states how it will make the beneficiary's life better – it's deserving
- It's something the donor has responded to in the past or would want to give to – something that makes the donor feel good about giving.
- It's a good bargain or investment. If a matching

gift can be incorporated as part of the offer, it's even more effective.

QUESTIONS TO HELP DEVELOP THE OFFER

- What's the problem or opportunity?
- How are we going to solve it?
- What are the consequences of not acting?
- How can you be involved?

HOW TO DEVELOP A GOOD OFFER

1. Provide a clear statement of the "offer."

- Identify the need.
- Acknowledge the donor's care and concern for the need.
- Point out how your ministry will address the need...with the help of "people like you" (donor).
- Bottom line: If you give X, Y will happen.

2. Speak to the interests of your audience – not your board, your staff, or yourself. Ask yourself these questions:

- What motivates your donor?
- What touches their heart, not just their head?
- What are they sympathetic to? What makes them unsympathetic?
- Why do they give now?
- What would they view as a good reason to give tomorrow?
- What are the consequences if the need isn't met?

3. Support your ask with valuable, pertinent facts and figures.

4. Make your ask and build your case using a personal approach.

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5. Identify tangible “dollar handles” — specific gift amounts and what they will accomplish.

- Instead of “Would you consider a gift of X, Y or Z?”
- Your gift of A will bring about B, 2A will bring about 2B, etc.

General rules of thumb for good resources to support your Offer:

- Photos — personal, emotional, “real”
- Stories — human angle, depth of need, a call to action
- Statistics — pertinent, insightful, startling, telling
- Organization’s response — program benefits, new goals, most urgent need, actual costs
- Dollar handles — tangible, accomplish a lot with little
- Never forget: The better the resource, the more compelling your appeal!