

SAL Fundraising

Talking points for one-to-one conversations with potential donors after they attend a SAL event

Basic SAL Fundraising Advice and Talking Points

There are 5 things you should always do during a SAL fundraising conversation with a friend/colleague/family member:

1. Create a conversation/establish rapport/listen well ... thank them for having attended the SAL event
2. Review the SAL event that the potential donor attended and see if there are questions or discussion points
3. Ask for a contribution (consider asking for a specific amount based on your knowledge of the potential donor)
 - a. Be prepared to provide reminders as to what the money could be used to do
4. Confirm the pledge accurately and completely ... how the money will be donated and the time frame of the gift
5. Make the person you're talking with feel valued and appreciated

1. Create a conversation/establish rapport/listen well ... thank them for having attended the SAL event

Talking points:

- Thanks for attending the SAL event with me. I was very glad that you were able to make the time to attend.
- I want to follow up with you about the event – to discuss what was presented and answer questions and to see if you would be open to making a donation to support our work
- Let's just check-in 1st. How are you doing today?

2. Review the SAL event that the potential donor attended and see if there are questions or discussion points

Talking points:

- You heard about the work that SAL is doing at the COPs and elsewhere and our plans to grow that work and have an even broader impact given the climate crisis
- What struck you most about what you heard? Any reactions?
- Do you have questions about SAL's work?

3. Ask for a contribution (consider asking for a specific amount based on your knowledge of the potential donor)

- a. Be prepared to provide reminders as to what the money could be used to accomplish

Talking points:

- I hope you would be willing to make a commitment today to help SAL increase its efforts regarding the climate crisis.
- Would you consider a donation of \$xxxx?
 - Note: You can do this if you know enough about the person's financial resources and other charitable donations. It is important here not to under-ask. A donor will rarely give more than asked. Better to ask for more and the donor can adjust it to what makes sense for that donor.
- Pause and wait for their response! Let them speak next.
- Dealing with objections: regardless of the content of the objection, state that I completely understand and that I hope you would be willing to consider making a commitment to SAL today.
 - If not today, would you consider making monthly installments?
- Common responses to objections or questions:
 - The Re-evaluation Foundation is a 501(c)3 registered in Washington state and all donations are tax-deductible.
 - Donations will be used to support the 5 major project areas listed in the handout:
 - Delegations to COP conferences
 - Delegations to other major climate conferences
 - Supporting young climate activists
 - Part-time SAL organizers
 - Infrastructure building: website, written materials, training
 - I am personally committed to SAL and I have donated myself

4. Confirm the pledge accurately and completely ... how the money will be donated and the time frame of the gift

Talking points:

- Thank you for your generous commitment of \$xxxx.
- How to donate:
 - Checks made out to the Re-evaluation Foundation with a note that it is for SAL

PayPal: <https://www.rc.org/publication/environment/saldonate>

- Wire transfer
- Monthly installments
- How will it be easiest for you to make a donation?
- Re-confirm the amount and how the donation will be made and when
- For information about donating:
<https://reevaluationfoundation.org/product/donate/>

5. Make the person you're talking with feel valued and appreciated

Talking points:

- Thank you for supporting this work of SAL that I care about so deeply.
- Our work would not be possible without donors like you
- Your contribution makes a difference

Pledge confirmation e-mail (cc: Mike Markovits)

Dear FIRST NAME(s),

It was wonderful speaking with you today about the important work of Sustaining All Life (SAL). Thank you for making a pledge of \$xxxx.

I continue to be committed myself to SAL and its work, and I am incredibly impressed with the crucial contribution that SAL makes in addressing the climate crisis.

Donations can be made online at PayPal:

<https://www.rc.org/publication/environment/saldonate>

Or you can mail your donation to the:

Re-evaluation Foundation
19370 Firlands Way North
Shoreline, WA 98133-3925.

Remember to note that your donation is for SAL.

Our work would not be possible without donors like you.

Many thanks for your support.

Warmly,
YOUR NAME