

1-2-3 Go! (July 14, 2020)

Welcome to the first Shelter Success Simplified e-newsletter! This time out, we focus on fundraising. Future newsletters will give tips and concise suggestions on shelter & clinic operations, strategic planning, leadership, and every other aspect of sheltering and rescue work.

1 – Quote to Inspire

- “Fundraising is the gentle art of teaching the joy of giving” ~ **Hank Rosso**

2 – Actions to Try

- **Identify** your Top 5 donors – and reach out to just one of them this week to thank them for their support over the years and to ask how they’re doing. Don’t ask for a donation at this time.
- **Donate** \$5 to your own organization using your phone. See how many steps it takes and how easy it is. If you run into any issues, get them fixed ASAP – and then celebrate the new, easier smartphone donation process on social media!

3 – Ideas to Consider

- **Ask for more:** The No. 1 reason people give is because they were asked. The No. 1 reason they give more than they usually do is because they were asked to give more.
- **Reframe how you think about fundraising:** We don’t ask for money because we need it, we ask for money because we meet needs. (Inspired by Kim Klein)
- **Engage volunteers in fundraising:** Consider training select volunteers and board members to make “thank you” calls to donors. Thanking donors strengthens your organization’s relationship with them, creating loyalty and future donations. It’s an important task, but it doesn’t entirely need to be done by paid staff.

And check out these fundraising episodes of the new Shelter Success Simplified podcast:

- **Best fundraising tips during a pandemic:** Amy Eisenstein on [Episode 11](#)
- **How to get comfortable asking for money:** Michael Mountain on [Episode 3](#)
- **Turn small donors into larger donors:** Kim Klein on [Episode 1](#)

Need more help? We help shelters and rescue groups with fundraising. [Request a free 30-minute consultation.](#)

We hope you find this newsletter beneficial. Let us know what you think – just reply to this email.

~ Mark Robison, newsletter editor and Humane Network senior consultant

P.S. [Strange place for a nap.](#)