

Title:

10 Tips for Easy Fundraising with Memorial Bricks

Word Count:

352

Summary:

What to think about BEFORE you embark on a fund-raising project with memorial bricks. 10 ea
(or, to put it another way, how to make sure that your name isn't mud 6 months into a brick

Keywords:

school fundraising, non-profit fundraising, memorial walls, donor wall, donor recognition

Article Body:

So, you're looking for a fundraising project for a school, sports team or construction project

We talked to Larry Cannon (www.bricksculpture.com), who's been engraving bricks for fundraisers

1. First look at your donor database. How likely are they to contribute to your new cause?
2. Think about who you're targeting. You should expect about 20% of your database to contribute.
4. Think about the best time to mail donation requests. Timing is everything in fundraising.
5. Think of the best way to word it. Should you play on their sympathies or emphasize the cause?
6. The project chair will make or break the project. Don't let just anyone do it get involved.
7. How much money do you want to raise? Come into the project with an established goal.
8. Decide how much money people will donate to purchase a brick. Subtract the costs from the goal.
9. What about donor level appreciation? Do you want to honor different levels of donor?
10. Can you get services donated? Does someone in the group know a brick mason who'll do it?

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