



FUNDRAISING TIPS

Reach Out Personally

Directly approach as many donors as possible. Most people will appreciate that you thought of them and are likely to respond kindly.

Consider asking those with whom Entryway's mission might resonate with: people who are involved in nonprofits, working in the multifamily industry, who have worked with the homeless population, who have faced homelessness themselves, or who have risen above adversity.



Reframe Your Ask

You're not simply asking for money; you're presenting an opportunity. By introducing your network to a significant cause, you're offering them a chance to make a real difference.

Ask For a Specific Amount

Some donors will hesitate to donate if they cannot decide how much is the "right" amount. Instead, make the decision for them. Ask for a specific but achievable amount for your network (such as \$25).



Focus on Storytelling

Donors are moved by emotions, so tell stories of Entryway's participants or your own experience with Entryway. You can find some stories on our website: entrywaytalent.org/success-stories

Recognize Donors

People want to be seen, especially if they have done something positive. Always thank your donors by name. This increases the chance that they will continue supporting you in the future.

