

## What is FundRaising

**Speaker:** What is fund raising?

**Audience:** A systematic process to achieve goals.

**Audience:** Using different methods to raise funds for a particular cause.

Is fund raising selling?

**Audience:** We are selling a product. What we are working for? Everything is a project. So I am selling my product to a donor for helping that cause by selling that product to the donor and satisfying him for his needs.

**Speaker:** It is a need satisfaction. How else is fund raising similar to selling?

**Audience:** The trick is different. You need to meet many customers but only a few buy the product.

**Speaker:** So I am assuming that you are basically saying that selling is easier and fund raising is more difficult.

**Audience:** Yes

**Speaker:** OK. Then let me ask the entire audience now a question. How many of you have prior sales experience. Do you think that sales people are born or do they develop skills and then some magic happens and then they become super sales people?

**Audience:** Little bit of both

**Speaker:** Those of you who said you have no prior selling experience let me pose a few things to you. Does selling always relate to a monetary transaction?

**Audience:** No, Product, Services, Concepts, Causes, Self.

**Speaker:** Wonderful. Example-when you were a few days or weeks old and you were hungry what did you do? Cried. What happened?

You got fed. Did you sell? You sold a concept of an unhappy situation and you got a solution. Your need was fulfilled.

You have something. It could be a product, it could be a concept, it could be an idea, and it could be a service. You want some guys to buy into that idea, or concept. If you are able to do that a Sale is done. Simple. When you look at fund raising you are trying to get money from someone by selling them a solution to a need.