

Common myths and errors?

Speaker: Common myths and errors that all of us typically commit while fund raising.

Mine is such a great cause, what else do you need? It's such a fantastic thing that I am doing. How can you not give to me? In the last one week I had fourteen NGOs come and meet me, I am completely confused, because each one of them are doing a damn good job in a different segment. I don't know who to work with? Don't bother to call me I will call you. This is the first sign of saying do not expect to hear from me.

Big Talk: Your dream is to impact fifty lakh people across the country thru these many community centres. But in the last twelve years you have positively impacted about five hundred people. So you do not appear credible.

Assume: We conjure up stereo type images without doing the hard work of researching and finding out the facts.

Dazzle: Get a blank cheque. Your presentation, your impact & your heart wrenching story of how people have been taken out of poverty should be powerful and convincing.

IST: No problem if I reach half an hour late in an appointment. It's one thing that clearly says that the person is not important.

Timidity:

You know first time donor, first time relationship, ten bucks is OK sir. I will grow the relationship later. You have set the benchmark, for the donor who believes ten rupees is fine.

Perspective:

Our orphanage has eighty children, there are 40 more waiting to get in, but we don't have the space. How many of these poor, abundant, orphan children would you like to support for life and transform their life? Is that perspective setting better or saying that one child, one month, one meal is hundred and twenty rupees, at least start off something, which is in that begging space. What is the scale of impact that you want to create and leave behind? And then see what response comes up.

Follow Up is Irritating: I can't keep following up. People get irritated. After the meeting you should make a commitment to talk about it in future.

One message and one vehicle fit all: If you think one message and one medium is going to appeal to all then it will crash across all the segments because you are not speaking effectively to any one segment.