FUNDRAISING ON A SHOESTRING

ACCOMPANIMENT WORKBOOK

Lessons to be shared with Business Owners & Fundraisers alike:

We want you to get the most from the book 'Fundraising on a Shoestring', so we have developed this workbook to help you implement the suggestions of the book into your own business building campaign or fundraising initiative.

We have provided blank spaces and table templates to support you but you may choose to create some of your own.

IMPORTANT ASPECTS OF ANY PROJECT

There are really two types of projects: those that have been assigned to you and those you want to take on because they interest you or because you see a special need for them. Regardless of what type of project you initiate, you need to consider some key elements before proceeding:

Scope: Clearly define what the project will and will not encompass. What is the expected outcome and final product?

MY PROJECT IS:

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MY GOAL FOR THIS PROJECT IS:

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THE PARAMETERS OF THIS PROJECT ARE:

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THIS PROJECT WILL NOT ENCOMPASS:

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Time: How much time is required to see this project through to completion. When must it be completed by? What are the milestones?

THIS PROJECT IS ANTICIPATED TO TAKE ______________________ DAYS

CONCLUDING ON (DATE) ________________________________

THE FIRST MILESTONE IS ____ AND IT IS DUE BY _______________________________AND WILL BE COMPLETED BY (WHOM) _____________

THE SECOND MILESTONE IS ____ AND IT IS DUE BY ____________________________________ AND WILL BE COMPLETED BY (WHOM) ____

THE THIRD MILESTONE IS ____ AND IT IS DUE BY _________________________ AND WILL BE COMPLETED BY (WHOM) ___________________

THE FOURTH MILESTONE IS ____ AND IT IS DUE BY _____________________AND WILL BE COMPLETED BY (WHOM) _________________________

Money: Identify potential costs which may be associated with the project. These can include equipment, materials, outsourcing, financing, real estate, venue rentals, etc.

Sample Table:

Equipment	Materials	Outsourcing	Financing	Real Estate	Other

Communication: Who needs to be told of project progress? Why must they be told? What should they be told? How or what medium will be used to communicate?

WHO?____

WHAT AM I TELLING THEM? ____

HOW WILL THEY BE TOLD? ____

Human Resources: Who will be involved? Why those individuals? Is there a need on the project for special skills/needs or qualifications? How will they be kept motivated?

Name	Skill/Talent	Qualifications	Needs what?	Motivations	Rewards

Contracts: Are there contracts? If so, with whom? Is there a requirement for training and development?

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Risk: How much risk is associated with the project? How much can be risked? Who decides the level of risk?

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PROJECT TEAM SELECTION:

A typical project team should be kept small to a maximum of seven key players in a project, although the roles may overlap.

The Chair or Spokesperson

This person is typically the 'go to' person on the team. They typically initiate the project and provide the consistency and momentum for the project.

Their responsibilities can include:

- Ensuring goals, objectives, and the project itself benefits the desired outcome.
- Providing resources.
- Making the team aware of constraints. (Constraints are factors that may interfere with things getting done on time, such as other projects, construction, budgets, etc.)
- Helping to inspire and motivate the team.
- Keeping meetings and discussions on time and on track

The Project Manager

This is the team leader who is responsible for making sure the project is completed and the goals and objectives are achieved.

This team member has some of the more hands-on responsibilities, including:

- Producing documents such as the plan of action, vision statement, target chart, planning tools. Some of these projects will be done by the manager; others will be done by the team and led by the manager.
- Keeping an eye on the big picture to ensure the progress is on track.
- Motivating the project team and helping them grow.
- Communicating with sponsors, stakeholders, and team members to ensure everyone is on the same page.
- Acting as representative for the customers of the project.

Stakeholders

The name says it all: this team member is someone who has a stake in the project. They may be affected by the outcome of the project, or they may simply have an interest in the project. This person is often involved only at particular stages. Their main responsibilities include providing feedback and guidance.

Key Team Member

This is a team member who has expertise in a particular area. They typically assist the project manager directly, contributing their expertise when necessary.

Their responsibilities include:

- Helping to determine whether or not the project is feasible
- Helping to plan the project
- Ensuring that the project comes in on time and on budget

Team Member

These people are the work-horses of the team. Typically, each member focuses on a few tasks (or perhaps only one task), as assigned by the project manager. They may also act in a consulting capacity if specialized expertise is needed.

The major responsibilities include completing the task(s) as laid out in the project plan.

Customers

Believe it or not, customers are a part of your project plan, too. These are the people internal or external who are, or will be, affected by the project.

Although the customer may not have a direct role on the project team, the customer should influence some decisions made by the project manager, including the objectives, how success is measured, and the direction for the project.

Suppliers

These are the people who provide the resources for your project. These resources can include services, materials, or products. These people are crucial to the success of the project.

Their sole responsibility is to work with the project manager to deliver the promised items or services on time and at the agreed cost.

WORKSHEET:

For each project, the following individuals are assigned to these roles:

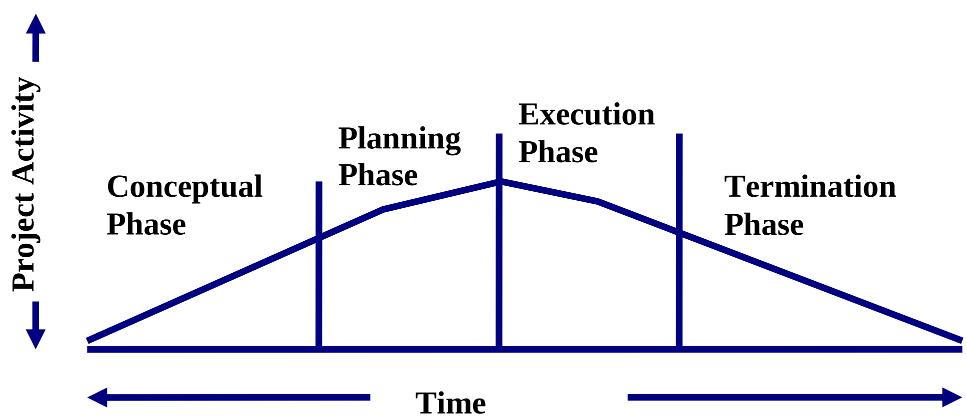
Project	Chair/Spokesperson	Project Manager	Key Team Member	Team Member	Customers	Suppliers

Project Process Management

Project management knowledge and practices are easily described as processes. The processes can be placed into five main categories:

1) Initiating
2) Planning
3) Executing
4) Controlling
5) Closing

The sequence of activities from the beginning of a project to its completion is essentially the same, whether we are talking about a small two or three day project or a large project that will span several months or years. These activities can be grouped into four different phases. (A phase of a project is a major set of activities that must be performed within the project management process.)



Phase One

The first phase is Initiation, sometimes called the Concept or Create phase. This phase shapes the project. It often begins after the project has been selected. The purpose of this phase is to provide direction to the team, to decide what is to be accomplished, and to identify constraints and risks.

Basic tasks include:

- Establishing a need
- Determining feasibility
- Searching for alternatives
- Developing basic budgets and schedules
- Naming the starting project team

Once the team has been formed, they must:

- Study, discuss, and analyze
- Define the project
- Set a final outcome objective
- List imperatives and desirables
- Generate alternative strategies
- Evaluate alternatives
- Choose a course of action

Phase Two

The next phase is the Planning phase, sometimes called the Sell stage. This is where the project team identifies the steps and develops the plan for how and when the project will be accomplished. This is the most critical and most often neglected phase of the project. Poor planning or lack of planning can have consequences all down the line. If everybody knows what is to be done, and they are all on the same page, the project will run much more smoothly.

Tasks to be done include:

- Setting goals
- Listing tasks to be done
- Developing schedules in a sequence (and a budget)
- Designing systems
- Building and testing
- Analyzing results
- Obtaining approval

Planning usually includes the following steps:

- Establish the project objective
    - Example:
        1) raise $75,000 in 120 days;
        2) Send Fern to Mexico for Ketamine Trial
- Choose a basic strategy for achieving the objective
- Break the project down into sub-units or steps
- Determine how much time is required to complete each subunit
- Determine the proper sequence for completing the sub-units and aggregate this information into a schedule for the total project
- Design the necessary team activities, including the number and kind of positions, and the duties and responsibilities of each
- Determine what training, if any, is required for project team members

The output for the planning phase is a project plan document, a complete plan for how the project will be executed.

Phase Three

After the project plan is approved, we move into the Execution phase, where the plan must then be executed or put into action. Here is where you get down to working on the project and creating the deliverables. To make sure the work is on track; the team (or the project manager) must monitor progress, and if required, recommend changes. Progress reports should be shared frequently.

Tasks could include:

- Finding more time
- Obtaining money
- Recruiting people
- Meeting and leading the team
- Communication strategies as you plan and complete tasks

Controlling the work in progress means:

- Establishing standards
- Interim progress reviews

- Testing
- Auditing
- Taking corrective action
    - Ask the group:
        1) What is corrective action?
        2) How can it be made to work for the project?
    - Recover
    - Narrow project scope
    - Deploy more resources
    - Seek alternative sources

Phase Four

Closeout or Termination is the final phase in a project. The end customer decides whether he or she is satisfied with the project. The sponsor assesses the project in terms of goals met and costs incurred. The team discusses lessons learned and ways the next project can be improved upon. A final status report is issued and sent to all key stakeholders. This is also the time to celebrate success and thank everyone involved with the project. *Never forget the Thanking step.* Take time to summarize the lessons learned.

Milestones

Milestones are the major elements or steps of a project. The first three milestones in every project are the “go or no go” phase gates. For example, after all the preliminary work has been done to shape what the project will look like, a critical decision has to be made:

- Is this project worth doing?
- Shall we move forward with it?

If the answer is yes, you move into the planning phase. When all the plans have been made, you once again stand at the edge of the cliff and decide, “Go or no go?” Has all the planning been done? No? Go back and finish it. Is this project still something we want to do? In that case, let’s move forward.

WORKSHEET:

PROJECT: ____

Brainstorm notes for each phase of the project: Although you will clearly define here what you think are the milestones for each phase noted in this section, be prepared to be flexible about adjustments to the milestones as the project commences.

PHASE 1: INITIATION

- What is the identifiable purpose or need for this project?

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- What is the feasibility of this project? (The state or degree of being easily or conveniently done – the practicality of this particular project)

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- What are the identifiable alternatives (options for achieving the desired outcome)

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- What is the basic budget and timing (scheduling) of each milestone

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- Who will be participating in the initial phases of this project and in which identifiable roles

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PHASE 2: PLANNING

Set the primary goals for this project:

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What are the primary tasks that will need to be accomplished to achieve these goals?

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Develop the schedules in a sequence (and a budget)

TASK	COMPLETE BY WHEN	BUDGET FOR THIS	ASSIGNED TO

Additional considerations for Phase 2:

- Give some thoughts to how you might build the initial system or implementation strategy – what are some creative thoughts and ideas that might be a great starting point?

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- Building and test – How might you begin to build the strategy and give some thoughts to what the criteria for testing effectiveness might be?

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- When you consider how your outcomes will be analyzed for effectiveness, what are a few of the strategies or systems that will help you do it (ie. Google analytics, client visits, donations, etc)

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- Are there any approvals you might need from other third parties or possibly government agencies that will be required before you beg? Note them here and any costs associated with them. If you do need approvals, what will it take to get these? (This is the stage where any paperwork will need to begin)

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PHASE 3: EXECUTION

Progress reports should be shared frequently amongst the working group or committee.

Progress Reports and ongoing tasks could include:

- Finding more time
- Obtaining money
- Recruiting people
- Meeting and leading the team
- Communication strategies as you plan and complete tasks

Controlling the work in progress means:

- Establishing standards
- Interim progress reviews

- Testing
- Auditing
- Taking corrective action
    - Ask the group:
        1) What is corrective action?
        2) How can it be made to work for the project?
    - Recover
    - Narrow project scope
    - Deploy more resources
    - Seek alternative sources

What considerations do you have in respect of these defined bullet points in your particular project?

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The third phase gate is at the end of execution. Have all the outcomes been met? If no, then back you go to finish the job. If the final outcomes have been completed, then you can move to the final phase.

Why do Projects Fail?

Here is a brief list comparing why projects succeed and why they fail.

Fail	Succeed
• Poor planning	• Planning
• No communication	• Time
• Lack of resources/$	• Clear goals
• Lack of commitment/Team	• Resources
• Poor choice of leader	• Commitment
• Setting unrealistic goals	• Good leader
• Lack of experience	• Set realistic goals
• Unclear objectives	• Experience

Spreading the Word

Create a list of media in your area who may be sympathetic to the cause (or interested in your marketing project) and begin sending them press releases which hi-lite your efforts. Remember that the media is not in business to help you fundraise, but they are in the business of promoting human interest stories – make yours compelling and make it easy for them to jump on board. Consider how your marketing project has a human interest element and you will be able to promote using social media as well. (Your customers don't want to spend money to help you get wealthy; they want to solve a problem that they think you can help them solve).

Regardless of the reason for your project (fundraising or new venture), consider how social media can be used to help you create a fan base or sympathetic followers.

a. We used Facebook for the fundraiser for Fern, twitter, linked in to create an online community where folks checked in regularly to see how events were progressing (it was a bit like being involved in Coronation Street or Survivor)
b. We kept information current and relevant so that people had a reason to check back often!

Projects, fundraisers and campaigns take a lot of work, time and effort. Developing a dedicated team that can help you carry the load is essential to your future success.

TASK: What is the compelling reason for your customer to tune in to what you are promoting? Consider how you might tie in a story or two that helps your customer understand how they are helping you with your fundraising efforts or how your promotion will benefit them (in the case of a marketing strategy)

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10 Factors to Consider before launching a campaign/event:

When you are focused on planning a successful event/fundraiser, take time to consider these 10 tips:

1. **Start Early**. Allow yourself a few months to strategically plan and promote your event. If you have 6 months, take it. If you have 3 months, this would be a minimum and will require a lot of focused and intense work on your (and your team's) part.

2. **Develop a Committee mindset**. Depending on the size of the event itself, plan to engage 5 – 10 committed individuals with defined skill sets and/or invested passion in the project. Be prepared to pay for expertise if need be. (Have a budget contingency for this)

3. **Map it out**. Or as they say…start with the end in mind. Plan a date, time and location and then work backwards to develop an accurate schedule of when things need to be accomplished. Each step will require specific time lines and you won't want to promote your big day without having first obtained the venue, the liquor license, etc. Surprises are an inevitable part of event planning, but can be kept to a minimum with strategic planning and benchmarks.

4. **Assign and Define Tasks**. It is important to outline and define roles and responsibilities early in the process for each of the committee members. Each committee member should clearly understand what is expected of them and when their project or task is due – this provides for accountability and minimized duplication. When tasks go unstated, they often fall to one individual who feels like they are carrying the whole load (this can build resentments and leave projects unfinished).

5. **Honour the 80/20 Rule**. It is important to spend 80% of your time promoting the event and 20% of your time organizing it. Do not fall victim to the 'build it and they will come' syndrome. People are busy and they need to understand the reason to choose your event over staying home and relaxing or attending another one on the same day.

6. **Build in Fun.** Individuals are more inclined to attend an event if it gives them an experience that they won't have if they stay home. Food and drinks are not attractive enough. Consider entertainment and/or activities that will encourage attendee participation and wonderful memories to take away from the event. (e.g. Hypnotist, dancing, live band, an AHA moment or the tip that will change their lives, etc.)

7. **Sponsorship**. Consider creating a sponsorship package and start soliciting for partners in this early. Think Win-Win when looking for a strategic alliance. Other businesses will happily support an event that appeals to their target audience.

8. **Develop a Bottom Line**. No one likes to think about it, but we all have to keep the break-even points in mind. A budget needs to be created at the very beginning of the planning stages (as discussed earlier) and you must be aware of your break-even point for the event. There must be a strategy for what will occur if you don't meet the break-even point. Knowing your bottom line will help you choose a venue to accommodate the numbers you will need in attendance as well as ticket sales. (Not to mention a cancellation strategy)

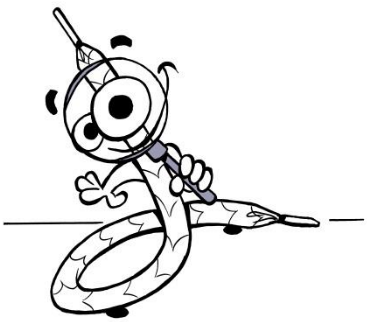
9. **Goals.** Set your goals for ticket sales, sponsorship dollars, donations, and profit from event, etc. If you don't have a target, you can't hit it! Be realistic. A lot of events barely break-even the first year, but you should always aim for high end achievements. With the right people in the mix, you can easily be extraordinary!

10. **Gratitude**. This is a critically important step. People need to be thanked - both for coming to the event and working tirelessly to bring it to fruition. Collect contact information on attendees, sponsors, donors, etc. and never forget to say thank you (preferably in writing); it is one of the most powerful things you can do. A thank you will build a solid foundation for future events. Failing to say thank you will make it that much harder to solicit support in subsequent years.

Quick Recap:

1) What is/are the specific, measurable and primary objective(s) of your campaign?
2) Projected Timelines?
3) How can you generate a compelling message/story that will create an emotional impact and buy in from your target audience?
4) What are your options for getting your story out?
5) Who can you strategically partner up with or align with to help you achieve your goal?
6) Identification of potential pitfalls. When you take the time to consider what could possibly be raised as an objection and answer those early on, it demonstrates high levels of integrity and objectivity. This allows for a greater and more supportive fan base.

PLANNING & EXECUTING



Defining Goals & Objectives

Goals and objectives are important to project success. They are the heart and purpose for creating a project. Any project you undertake must make sense in terms of an overall goal that benefits people in some way. Project goals should provide the criteria you need to evaluate your success in completing the project.

An easy way to remember the elements of a good goal is the SMART acronym.

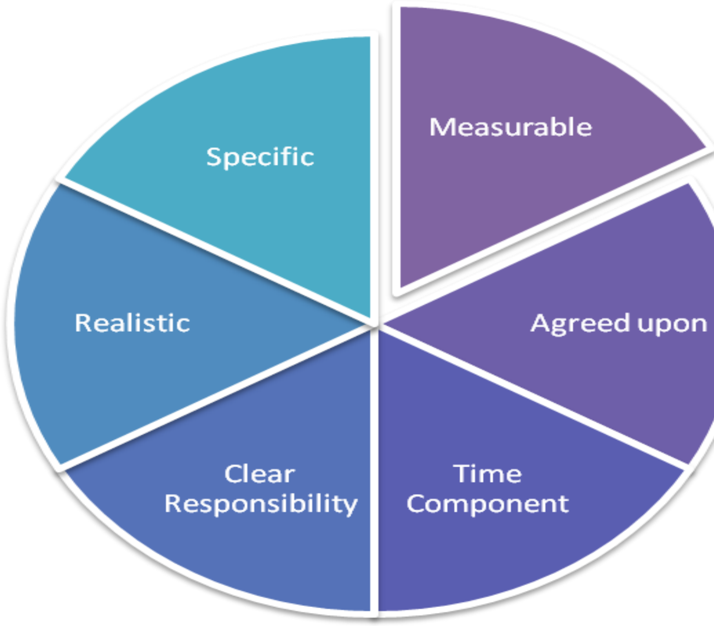
- Specific
- Measurable
- Action-Oriented / Attainable
- Realistic
- Time-limited

You also need to remember the three P's:

- Goals need to be **put in writing**.
- Goals need to be **personal**; that is, every team member must have buy-in.
- Goals must **positive**. It's easier to achieve something than to not do something.

However, when we are working on projects, we have other criteria to remember, particularly that goals must be agreed upon and come with clear responsibility.

Therefore, there are actually six parts to any good project goal:



Some tips about project goals:

- Project goals need to be reviewed periodically to make sure you have consensus, and as you move from stage to stage in a project.
- All members of a team must be involved in goal setting and kept up to date on goal progress.
- Set goals high but make sure they are achievable.
- Celebrate when you accomplish a goal.

Everyone in the group should have an understanding of why you are taking this project on. What is the personal reasoning for the investment of time and effort? This is what we call a purpose statement and it is an important element in keeping everyone focused as the project flows.

‘Viral Marketing’ as a specific, measurable goal

When working in an online world, this task is accomplished through social networking. Basically, you find a message or service you like (or support) and share it with other people in social networking communities like: Twitter, Face book, My Space and Linked in (to name but a few). Obviously, the critical element here is to create a compelling message or story that people want to share. It is much easier to define viral marketing than it is to accomplish it successfully. Therefore having a compelling story or message is paramount to success.

When you work together as a whole instead of by yourself, the capacity to co-create is amazing.

The Dreaded Spam

Ever hear of spam? How about scams? When working in an online world, where authenticity can be questionable, you need to be mindful of making it easy and safe for individuals to participate online. When money is being collected online, contributors need to know that the collection process is secure and legitimate and the keepers of the funds are accountable for the information being collected. If you don’t make online payments secure, it can be a huge roadblock moving forward.

How will you ensure that any monies paid are protected?

What about Branding

Marketing is about generating more business or new business, but branding is about influencing the way people think about you. Everything we do is branding – from the clothes we wear to the web sites we host to how we communicate our message. As a result, being authentic and consistent in all aspects of your message is crucial. Visibility is more important than ability.

Developing a solid brand can help you to:

1. Attract your target audience
2. Establish project recognition
3. Increase your credibility through standardized visibility

However, a brand won't:

1. Cover up for incompetence
2. Make you famous
3. Achieve your goals for you

A strong brand simply establishes who you are, what you do and makes you recognizable to a broader audience. So when you are launching your project branding, ask yourself these questions:

Are you perceived the way you want to be?

Do people know what you are doing and what your message is?

Do people know your strengths?

Are there other ways to increase your visibility?

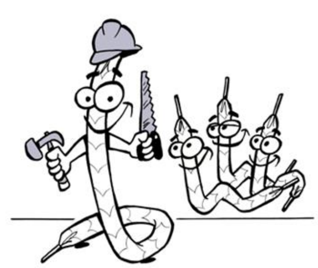
Never Stop Talking

I cannot over emphasize the need to keep talking to everyone. Communication is essential within your core team as well as everyone involved in the project. Along every step of the journey, sharing successes and challenges can make the difference between motivated action and stalling. A great way to kill momentum is to stop talking. It is imperative that everyone be on the same page at all times, so keep the information flowing. Choose a 'go to' person for updates. To miss this step means that you run the risk of the wrong information being disseminated. This is why successful corporations always have a spokesperson.

Most people remember to share the message at the beginning and at the end of a project, but maintaining a constant and consistent flow of information throughout is just as important. Whether you are providing information online or in person, constant feedback about progress will help you develop loyalty amongst the team, customers, clients and supporters. By maintaining loyalty, you keep efforts focused and inspired. Essentially, it is important to remember that people want to know what's happening even if there is nothing new to report. Never leave them wondering what is going on. If you fail to account for the time to make these updates, individuals will become dispassionate and it will undermine all your hard work and efforts. Idle minds are like idle hands – not terribly productive.

Stay Focused on the Team

Never underestimate the value of a high performing team. Selecting players on personality can be almost as important as selecting for skill set. A restaurant owner needs to focus on hiring serving staff for their lively sense of humour and quick smile rather than just their sense of balance or efficiency. A powerful team is synergistic. With everyone focused on the big goal and clear about how they can contribute to it, personality conflicts are less likely to occur.



Richard Beckhart said in 1972 that there are four activities a group should perform on a regular basis if they desire to grow into a team. Researchers today still agree on these four activities.

- Set and reset goals and priorities.
- Analyze or allocate the way work is being performed, according to team members' roles and responsibilities.
- Examine the way the team is working.
- Examine how the group handles agreement and how it handles conflict and how group members relate to one another.

Action Planning Chart

Here is a chart that can be used to plan out your team's actions to make sure its intentions are fulfilled.

Action to be taken	Team member(s) responsible for action	Date this action will begin	Date this action will be completed	Date for team review

Guidelines for Writing a Viral Email Campaign

The first challenge with an email campaign is to make sure that your email is opened.

If you know your recipients well, pick a subject line that takes advantage of that personal connection. If you don't know your recipients as well, then your subject line must be interesting enough to ensure they click in. You could go for an emotional appeal, or curiosity, but either way it is important to use a subject line that demonstrates that this is a personal appeal, not SPAM.

When writing an email of any kind it's important to achieve the following in the first paragraph:

- Grab attention and make your email worth reading
- Establish your credibility
- Create a sense of urgency and importance
- Make it personal, real and compelling

Don't forget to shout out through traditional media

As you set out to promote your cause through your network, keep the following points in mind:

- Always behave like a professional. Be fair, honest, and authentic in all your interactions.

- Know your audience. Make it easy for others to work with you. Appeal to people's interests, and speak to groups where like-minded people gather.

- Understand and access your spheres of influence.

These might include professional associations, religious groups, clubs, family connections, or neighbourhood acquaintances.

- Build relationships. Identify commonalities with others, build rapport through social events, and show your appreciation for the people in your life through thank you cards—or even just by making an effort to stay in touch.

- Be alert to other people's interests.

Identify and solve issues that might prevent others from getting involved with your project. Maintain confidentiality, make reasonable requests, and keep the group informed of progress.

A journalist database is also a real advantage as you can view direct contact details, the ways different journalists prefer to be contacted, and what areas they cover. Databases can also hold editorial calendars, so you can target certain publications by the topic they intend to cover in a given month. These online resources can be very expensive; however, you can find pretty ample and up-to-date lists of journalists' contact detail for a few hundred dollars. It is still possible to get your message out there without this resource; it just takes a bit more research and persistence to get to the right person or department.

Keep records up to date as you acquire contact information and don't forget to forge relationships with those individuals who can help you get the word out. These may be considered more joint venture partners than just media broadcasters.

(A Joint Venture partner in this context refers to two or more persons coming together to form a temporary partnership for the purpose of carrying out a particular project, such partnership can also be called a joint venture where the parties are "co-venturers")

Tips for writing an effective press release

Here are some things to keep in mind as you write your message to submit to traditional media outlets:

1. Think before you write a press release. What critical information do you want to convey?
2. Make sure the information is relevant and newsworthy. Everybody wants to be first to break real news, so make sure you have at least one juicy news bit to offer.
3. Tap into a current media focus to increase the odds of getting your story printed. For example, when Tiger Woods was exposed to a lot of media attention in late 2009, Faith wrote an article on how to spot a liar that the press picked up thanks in part to this headline: "Become a Human Lie Detector – How to Catch Your 'Tiger Woods' in a Fib."
4. Increase your exposure by linking your fundraising/project to related causes and activists. For example, if you promote a literacy fundraiser during International Literacy Week, you'll have a better chance of getting press.
5. Always start with a brief description of the news first, and then tell who announced it.

6. Always deal with facts, not assumptions.
7. Be as brief as possible. Just as nobody likes to listen to endless chatter, no one wants to read through it. Get to the point quickly.
8. Provide as much contact information as possible (e.g., emails, phone numbers, websites, and mailing addresses) for journalist follow-up. When selecting a spokesperson for your group, be sure that person is prepared to respond in a timely and confident way to journalists' inquiries.
9. Be sure to tell the receiver of the press release that the information is for him or her, and give that person a compelling reason to read it.
10. Make it as easy as possible for the media representatives to spread the word for you.

In contrast…consider a PSA (Public Service Announcement)

A public service announcement (PSA) or community service announcement (CSA) is a broadcast designed for public interest. These announcements inform or educate the public about specific issues or coming events.

Public service announcements are a great tool for announcing fundraising events or the launch of a new campaign. Many newspapers, TV stations, and radio stations have community pages that allow fundraisers to promote events as well as popular human interest events. Although a PSA requires less information than a press release, the standard questions of who, what, where, when, and why still apply.

Many media outlets have guidelines for submitting a PSA, so does some research online before you approach them.

Here are some basic pointers for preparing and submitting a PSA:

1. If you're submitting the PSA via email, put "PSA" in the subject box along with the date and purpose of your fundraiser in less than 10 words. The goal is to grab attention.
2. Write "PUBLIC SERVICE ANNOUNCEMENT" at the top centre of the PSA, followed by when you would like the announcement to air or be released.
3. The PSA should look as professional as possible. If you have a logo or image linked to the cause then put this as an attachment in your email or at the top of the page in an electronic or paper document.
4. Next, provide the name, telephone, email, and fax of the contact person.

5. Give the name of the event in bold letters, followed by a very short and concise paragraph with the information you wish to promote.
6. Release the PSA for an event three to four weeks before the event.
7. Conclude by putting “End” or “###” or “-30-” at the end of your PSA, as you would for a press release.
8. Whenever possible, use group members’ connections with the media. Sending to a personal email box is always better than sending to a generic email. Just make sure the person you send it to handles PSAs or has influence over what goes out.
9. If you do not have a direct contact, make a few calls to find the correct contact email or mail address. If you can’t track down a name, label your PSA “Community Calendar,” “Program Director,” or something that will make sure it reaches the right department.

Using these simple rules will increase your chances of getting your PSA read or posted and gaining interview interest for your cause or event.

On the following page is an example of a non-fundraising PSA/Press Release. Use the space below to draft some thoughts on how you might create one of these types of media blasts:

FOR IMMEDIATE RELEASE

For Further Information Contact:
Faith Wood
Telephone: 403-461-3498
Email: faith@imind.ca

3 Canadians in the Race to be The Next Great Speaker

May 2nd, 2012 Calgary, AB --- The eWomenNetwork.com announced yesterday the Top 10 finalists in the semi-finals for the North American Next Great Speaker contest and along with 2 other Canadians, Faith Wood from Airdrie has made the cut.

"I'm thrilled to be given the chance to be stepping onto stage on July 12th as a semi-finalist and I wish I could thank everyone individually who voted for me." said Faith Wood, Airdrie speaker and businesswoman when she got the news.

Along with the nine other contestants (check out the Top 10), Faith will have 3 minutes on July 12th, 2012 to WOW the judges who will cut the group down to three. Then on July 14th, 2012, the final night of the four-day eWomenNetwork.com Annual International Conference, the last three contenders will have 6-minutes to Flash or Splash. The winner will walk away with the title of the North American Next Great Speaker and $100,000.

Judges for this event include Ken Kragen, manager for some of the world's top entertainers including Lionel Richie & The Bee Gees; and creator and organizer of "We Are the World" and "Hands across America" plus Lisa Nichols, best known for her participation in "The Secret" and Founder of Motivating the Masses.

Faith Wood is an accomplished speaker, entertainer, coach and trainer who brings sparkle, wit and inspiration to all her audiences. With the publication of ***The Graduating Bully*** and ***Taking Bullying by the Horns***, Faith is a recognized expert on the 21st century's version of bullying. In addition she has written & published ***Fundraising on a Shoestring*** and ***Liar Liar (how to tell when someone's lying)***. Check out Faith @ www.imind.ca or www.faithwood.com.

When you are sending out your media blast, never be afraid to be too persistent. Journalists are busy people and they will want your story only if it appeals to their readers at the time of distribution. Be careful to articulate the value of sharing your content.

Be ready to direct the media to your webpage for more details rather than having them inside your media package. If you need to create a landing page or website for your project or campaign, take some time to go through the contents of the Fundraising on a Shoestring book, Chapter 4, Page 87 for more in depth details on design considerations.

PARTNERS/SPONSORS AND JOINT VENTURES

Finding a key sponsor is one of the toughest prospects of any fundraising initiative. However, learning how to approach businesses and understanding what opportunities are in it for them can make this hurdle a lot easier to jump.

If you are marketing for profit rather than as a fundraising initiative, consider a Joint Venture agreement. This context relates to two or more persons coming together to form a temporary partnership for the purpose of carrying out a particular project, such partnership can also be called a joint venture where the parties are "co-venturers".

The world is changing. Word of mouth now travels at lightning speed, thanks in no small part to the Internet and social media sites. Consumers have become a savvy bunch and are hesitant to trust paid advertisements as their source of information. As a result, the level to which other people like and recommend you is now far more critical to your business. In other words, developing relationship capital is crucial to your overall success and recognition in the community.

Never underestimate the value of relationship capital. Whether you're looking for straight donations or services in kind, tapping into a personal connection is far more likely to produce positive results.

Approach only those businesses with similar mandates and demographics to yours. Business owners often feel insulted when individuals approach them randomly rather than take the time to ensure a viable fit with their published mandates.

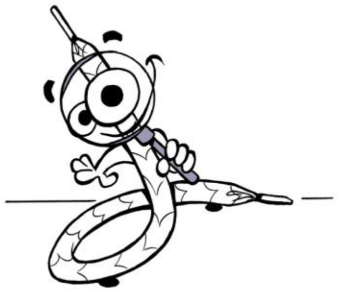
BRAINSTORMING PROJECT

Possible joint venture partners for my project might be:

Business	Contact Name	Email	Phone	Mandate	Benefits to partnering

Approaching stakeholders who have a vested interest in seeing you achieve your goals is an excellent strategy. Think like a business. If you are granted an audience with the decision maker, be clear and concise about the objectives your campaign is attempting to achieve and how it will benefit them as well.

ASSESSING THE OUTCOME OF ALL YOUR HARD WORK



It's true that hindsight is always 20/20. However, few people take advantage of this wisdom systematically. Think about the last project you finished, product you shipped or goal you achieved. Did you take the time to do a thorough debrief?

Many people don't do a debrief session because they are already busy working on the next project. The purpose of the debrief is to find better ways of doing things the next time by identifying mistakes and clarifying efficiencies. Two important outcomes of this process are:

1. To learn and hold onto what works
2. To share and teach best practices for future campaigns

Your debriefing session should seek to answer these questions:

A. What worked especially well?

B . What aspects did not work? What assumptions did we make? What areas needed more support?

C. What were the biggest risks we took? Did we take enough risks? How could we better prepare for the "surprise factor?"

D. If money, time, and resources were not a factor, what would we do differently? What features, benefits, or "goodies" would we add to the event? Describe in vivid detail this ideal scene in terms of wild success and flawless execution.

To get the most out of this kind of post-mortem review, gather a few people who worked on the project, sit around a table, and consider the following tips.

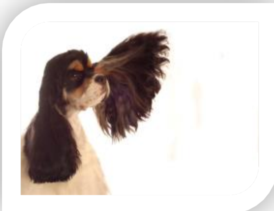
- Adopt a learner's mindset. "Better next time" does not necessarily mean we didn't do our best this time. This is important, especially for founders, business owners and entrepreneurs. One reason some people tend to avoid the debrief is because of their focus on results and momentum. If something went well, they're already on to the next thing. And, if something failed, then they usually try to fix, make up and move on as fast as possible.

> Tennis pro Roger Federer said once, "When you're winning, and things are going well, is the best time to question yourself."
>
> When you start your next project debrief, remind yourself, and your team, that the feedback you bring to this discussion is useful now, for the project completed, and for the next project you're going to take on.

2. Make a post-project checklist. Get a few people who were involved in the project together in a room and build a multi-point action list -- post project. If you'll ever do this project, or one like it again, now is the time to learn from the past experience.

3. Communicate your debriefing results effectively. The next project you work on will go much more smoothly, especially if you're debriefing with people you'll be working with again. During the course of the project, whether it was just a week-long effort or much longer, you no doubt had discussions (in person, via phone, or online) and needed to communicate as effectively as possible.

Remember there are many different ways that people communicate. Some common strengths are: Auditory, Visual and Kinesthetic.



Auditory means just that, people need to hear it and need to say it, in order to get it. In a debrief, they need to feel "heard," and that their ideas and feedback is accepted and valued.

Visual means people like to "see" their ideas. During a feedback session, if someone says, "Well, Faith, the way I saw it go was…" I immediately walk to a flip chart or white board and draw a diagram, start a mind map, or at least write a list. They like to see their ideas.

Kinesthetic people need to touch, hold and "get" that their feedback has been entered, and it could be used again next time. Many kinesthetic learners like to have a hard-copy of the checklists that were made, and often these can even be laminated into templates that could be written on next time we're managing a similar project.

Use this debriefing session as an opportunity to learn, and grow, and think bigger. Acknowledge completion of your last project, celebrate the win (if there was one) and move on, ready to make your best efforts even better next time.

I hope that this workbook has been helpful in covering the content of Fundraising on a Shoestring into a project format that you can work on directly. I welcome your comments and feedback and look forward to hearing your powerful results.

Faith

Faith Wood
www.imind.ca