

STOP

**PLEASE COMPLETE YOUR PIG DRAWING BEFORE
READING FURTHER**

THANKS!



Draw the Pig Personality Test (ICEBREAKER)

Time

15-20 minutes

Description

This fun icebreaker can be an energizing way to engage participants. It's a "personality assessment," but it's just for fun; there is no scientific value to the results.

Materials

- Paper for each participant
- Pens, pencils and colored markers for each participant
- Printout of the "Pig Analysis" sheet (at the end of this lesson)

Preparation

None

Procedure

Use the following script (or modify to suit your needs):

- "Let's start out our time together by getting to know each other."
- "We'll do it in a funny way."
- "On the sheet of paper that each of you has, I would like you to each draw a pig."
- "Make it as detailed as you like." (**Allow 5 minutes for drawing the pig.**)
- "Now that you've drawn your pig, I'm going to help you do some analysis to see what your drawing tells us about you." (**Read each of the descriptions on the "Pig Analysis" sheet. Keep it light and fun.**)
- "Take a few minutes, and share your Pig Analysis with your table."
- "Tell them if you think it is accurate or not."
- "So, what do you think? Does your Pig Analysis match your personality?"
- "Okay, this was not a scientific instrument, so any truth it contained was probably accidental....or was it?" (**You might want to have participants put their names on their pictures and post them around the room.**)

Pig Analysis

If the pig is drawn:

Toward the top of the paper – You have a tendency to be positive and optimistic.

Toward the middle – You have a tendency to be a realist.

Toward the bottom – You have a tendency to be pessimistic and may be prone to behaving negatively.

Facing left – You have a tendency to believe in tradition and be friendly; you may also be prone to remembering dates well.

Facing Right – You have a tendency to be innovative and active, but may be prone to forgetting dates easily and may not have a strong sense of family.

Facing front – You have a tendency to be direct, and may enjoy playing the role of devil's advocate; you also are prone to neither fearing nor avoiding confrontational discussions.

With many details – You have a tendency to be analytical, but may also be prone to being cautious to the point that you struggle with trust.

With few details – You have a tendency to be emotional and to focus on the larger picture rather than focusing on details. You also have a tendency to be a great risk taker and may sometimes be prone to reckless and impulsive decisions.

With less than 4 legs showing – May indicate that you are living through a major period of change and as a result you may be prone to struggling with insecurities.

With 4 legs showing – You have a tendency to be secure and to stick to your ideals; however, others may describe you as stubborn.

With large ears – Indicates how good of a listener you are (the bigger, the better).

With a long tail – Indicates how intelligent you are (the longer, the better)

- **Big ideas:**

- Ask people who are closest to you, not far away
- Most money is available from individuals, not foundations
- Stories most important
- Have to be a donor yourself

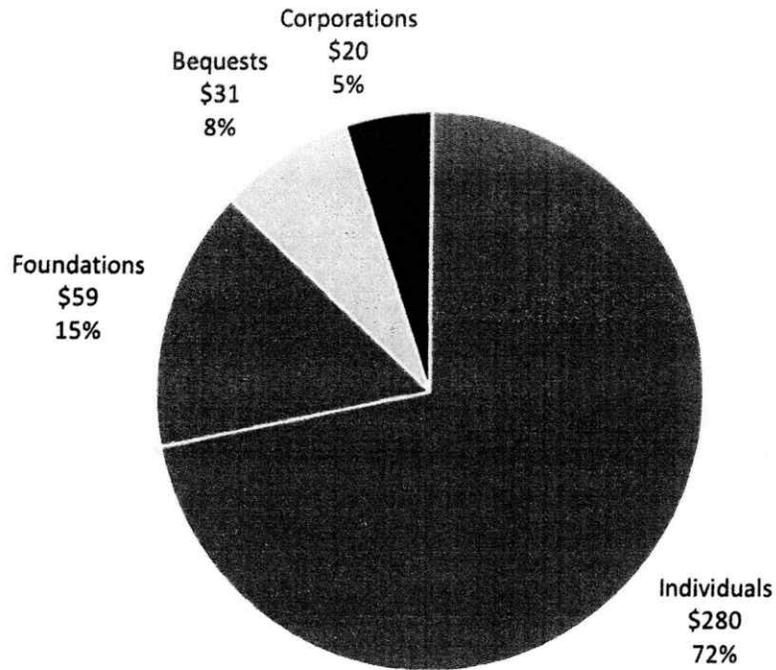
- Top ten attitude adjustments:

- Money has no value, it's what we do with it that matters; **we give it value**
- Raising money is powerful, **money gives us power**; gives you **ability to do things**
- Money doesn't fall from the sky, we have to go get it, and **an action** thing
- Be mad at funders if you want, they'll jerk you around—**then move on**
- Learn to like fundraising! If you don't it'll spread. **Fake it till you make it**—think about why you're doing it, what inspires you, that will help you get over anxiety
- Love of money is the root of all evil—**money is a tool, nothing else**; don't love it but don't be afraid of it
- **Deep listening**, with donors and communities—very important!! ask them what their passion is, why they first donated, what are they worried about, what keeps them up at night
- Executive director is not just organizer but also has to be a fundraiser
- What are 4 most effective words: **“thank you” “join me”**

Why Grassroots Fundraising?

- ✓ **Financial reasons:** Unrestricted funds, consistent giving year after year (no term limits or grant periods), shorter response time.
- ✓ **People power:** Expand volunteer base, spread the word or message, act as “evangelists.”
- ✓ **Political reasons:** Help push policy or legislation, accountability, leadership development.
- ✓ **What else?**

2016 Giving in the USA (in billions)

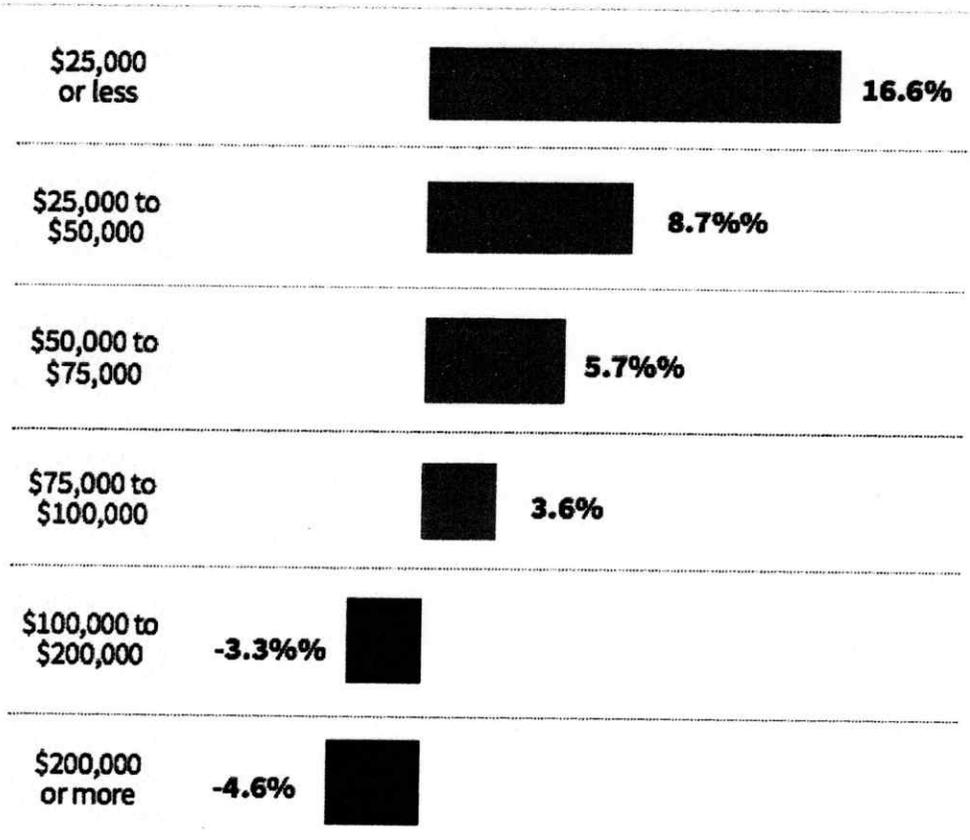


What does your pie chart look like?

Donors % Household budget % Foundation %

Who's giving the more than \$300 billion in total annual charitable donations?

Big Divide in Giving Trends by Income
Change in share of income given to charity
from 2006 to 2012



Source: Chronicle analysis of Internal Revenue Service Data

Dodging Taxes on Big Profits: These Major Polluters Paid NO TAXES in 2019!

Company	2018 Profit
Chevron	\$4,500,000,000
Occidental Petroleum	\$3,400,000,000
Duke Energy	\$3,000,000,000
Dominion Resources	\$3,000,000,000
Honeywell	\$2,800,000,000
American Electric Power	\$1,900,000,000
Kinder Morgan	\$1,800,000,000
FirstEnergy	\$1,500,000,000
Xcel Energy	\$1,400,000,000
Devon Energy	\$1,300,000,000

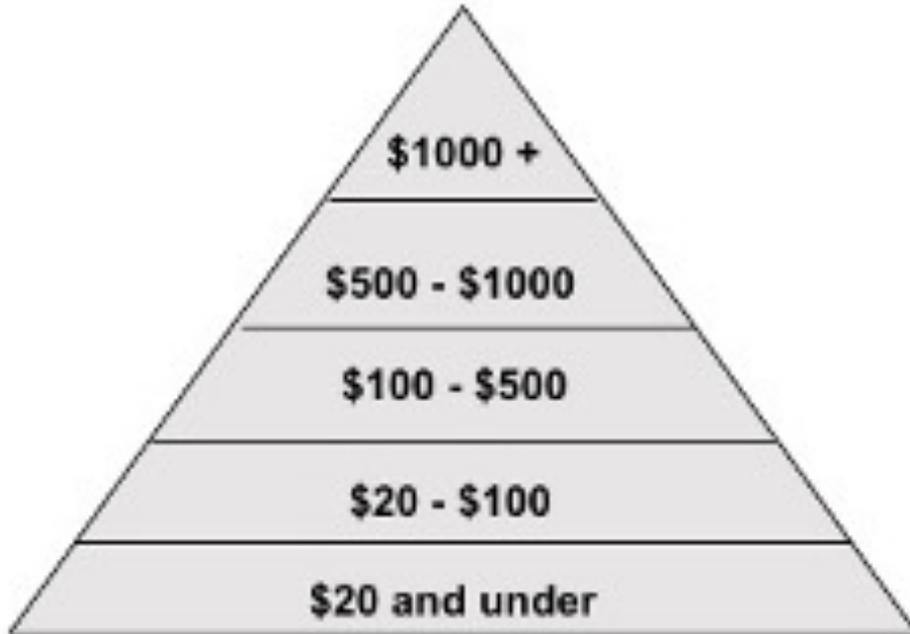
Company	2018 Profit
Pioneer Nat. Resources	\$1,200,000,000
DTE Energy	\$1,200,000,000
WEC Energy Group	\$1,100,000,000
Halliburton	\$1,000,000,000
Chesapeake Energy	\$867,000,000
Whirlpool	\$717,000,000
Air Products & Chemicals	\$671,000,000
Atmos Energy	\$600,000,000
Cliffs Natural Resources	\$565,000,000
DowDuPont	\$217,000,000

Source: Institute on Taxation and Economic Policy, itep.org

chej.org

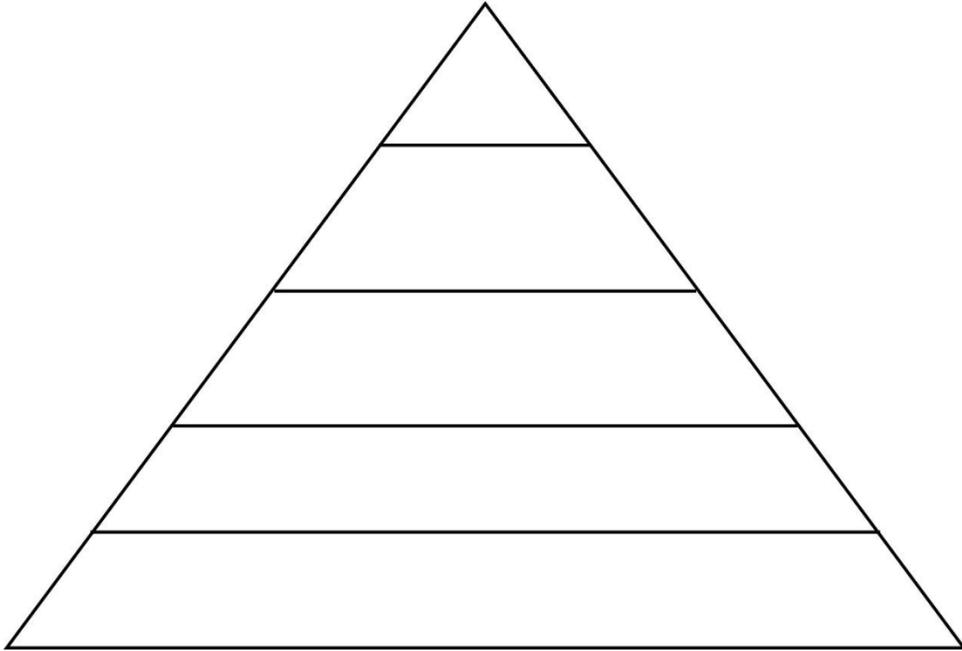


Goal is to raise: \$ _____



You can make your pyramid with varying amounts of dollar ranges such as \$50 or \$ 5,000.

Fundraising Goal \$ _____



Foundation for Ichthyosis & Related Skin Types, Inc. just an example for you.

Corporate Solicitation Letter

Date

Dear Friends:

The Name of your group is a non-profit organization dedicated to helping individuals and families affected _____. Ichthyosis is a group of rare genetic skin diseases that affect more than 16,000 babies each year. The disease is characterized by very dry, cracked, scaling and thickened skin. In addition to the medical implications, ichthyosis is a very visible disease. Affected individuals must also handle the psychological factors attributed to their appearance.

(Explain a little about what you are working toward.)

As a member(s) of --your Group name ---, I/we are committed to XXXXXX what your group is about. helping find better treatments, increasing research and supporting programs for affected individuals and families.

That is why I/we are writing to you today. I/We are hosting a (insert your event here) on (insert date here). The goal of this event is to raise awareness and funds for the Foundation because our (insert affected family member here) is affected with (type of ichthyosis here).

Please support our efforts by donating (insert whatever you are asking for here) to our event. The proceeds from our event are being raised on behalf of ---Your group name --- will go a long way to supporting their programs and services. I have attached a brochure, which describes ichthyosis and the Foundation's services in greater detail.

Your donation is fully tax-deductible to the extent allowed by law. You will receive a letter from the --Your Group name---for your tax purposes. If you would like more information about --- Group Name, kindly visit their website at www.firstskinfoundation.org.

I/We look forward to your favorable response. If you require additional information or have any questions, please feel free to contact me/us at (insert your phone number here).

Sincerely yours,

Your Name

- You can tell the donor you will publicize their name or business at the event or in the program of the event.
- Note their donation on your website/Facebook
- Annual report if you do one.

Fundraising Events

Are you going to do an event that will raise a chunk of funds? REMEMBER, **events are always in addition to, not instead, of donors.**

Require little or no upfront investments. – don't empty your pockets to refill them.

Raise real money. The purpose of a fundraiser is to raise funds. While it might seem obvious, this ultimate goal can often get lost in the planning frenzy. If your event does not raise money, then it was either a failure or something other than a fundraiser (i.e. an educational event).

Involve little or no risk. In addition to raising funds, your fundraising event should help elevate awareness of your group's work within the community. With this in mind, you do not want to risk damaging the public's opinion of your group. So be careful to keep your fundraising event manageable in size and scope.

Engage many people. Another benefit of fundraising events is that they can draw people into your group that wouldn't ordinarily have become involved.

Be simple. Stick to your mission and don't choose an overly complicated fundraiser that'll draw your work away from it. Additionally, a simple event presents less opportunity for things to go horribly wrong. Make donors feel good about giving. This comes about naturally by creating a fun, entertaining event. But you can also accomplish this goal by giving donors special public recognition at the event. For instance, you could include a list of sponsors in the back of the program booklet or public announcement at the event.

Incorporate fundraising into an event you'd want to hold anyway. Also, you could sell t-shirts and/or refreshments at the event.

Events (successful) Promotes positive messages. This can include an event to celebrate a victory or reward or honor friends, allies, or hard-working group members.

Evaluate BEFORE you move forward two questions:

_____ how risky is this event?

_____ how much return are we likely to see?

Ideas for a fundraiser that is low in risk.

- **Car washes and bake sales.** These events can usually be held with very little up front expense and require a minimal planning commitment. However, they are usually not very lucrative.
- **Raffles.** Again, relatively easy to set up (just be sure to check local laws to determine if there are any restrictions). A very popular type of raffle is called a “50/50” raffle, in which half of the money raised goes to the winner and the group receives the other half.

Or alternatively, getting an exciting prize donated means low overhead, low risk, and a high rate of return. These types of raffles are especially popular (and profitable!) at community events with many attendees, such as a local football or hockey game.

- **Community-wide Treasurer Sale – (Garage sale)** Every spring people want to “clean up” and get rid of stuff. This is an opportunity to announce the date, ask people to save their treasures and then find a public space like a park to bring stuff the morning of the sale and all proceeds go to the group. Volunteers--many are needed to pull this off but can be very profitable. Additionally, you can have leaders in your organization who are circulating to educate people as they shop to recruit new members.
- **Door to door canvassing.** This can be a challenge for the individual canvassers, but this activity requires very little overhead and is low risk for the organization. If you choose to do door to door canvassing be sure your volunteers are prepared.

Each canvasser should have a clipboard and flyers/handouts about the group. Everyone should be given the chance to role-play before heading out.

The best rap at the door will be under one minute and will include only the very basics: the canvasser’s name, the name of the organization, the gist of the group’s work/goal, and the “statement of need” for the donation request. Once they’ve rehearsed, send your volunteers out in pairs at first until they become more comfortable with the process.

- **Ads in program books/Annual Reports/Newsletters.** As mentioned earlier, this can be an easy and very lucrative way to increase donations.
- **Telephone solicitation.** One low-cost, but generally low or moderate in return option is telephone solicitation. While telemarketers are nearly universally loathed, this solicitation method can be profitable. If you choose to go this route, however, there are a few guidelines.

First, it is best to tie your ask to a specific need. For instance, next week there is a public hearing that may decide whether or not a new landfill is built in your town and so you call to ask for the donations you need to print hundreds of flyers to spread the word.

Secondly, make sure that it is your members, or other people committed to your cause, that are making the calls, rather than paid solicitors. Making a compelling case over the phone is especially challenging, and only those truly entrenched in your work will be able to do it effectively.

As is the case with many fundraising strategies, be sure to train your volunteers before they even pick up the phone. People that are perfectly nice in person often have no qualms about being borderline obnoxious on the phone. If your callers aren't prepared for this, it will be a very short phone-athon indeed.

House Parties. House parties can also raise a lot of money for a group. Once again, you want to set a fundraising goal and then base the number of invites sent out on the average gift you expect each guest to make.

- Keep in mind that you'll need to invite three people for every one you'd like to have there.
- The best part about a house party is that it often involves no upfront costs on the part of the group. The house party host traditionally purchases the food and beverages (usually simple hors d'oeuvres and drinks) and supplies the space for free.
- Volunteers can act as co-hosts, helping with the planning and preparations leading up to the house party, including helping to create, stuff, and mail the invitations.

- The most important factor to a successful house party is creating a buzz around the event so that people are intrigued and want to come. Enlist a host with a historic or beautiful home or someone folks want to meet.
- Remember Tupperware parties you not only sell but you find others to host another party at their home with proceed in this case going to the organization. 15 people who give \$25.00 = \$375.00 If you can find 6 volunteers to host a party with 15 people by the end of the campaign you would have raised \$2,250. Equally important is that you were able to engage, educate and motivate 90 people through one-on-one conversations. That engagement is a win/win that might translate to turn out at meetings or actions.

Moderate Risk

- **Evening Parties and Themed Events.** Other kinds of moderately risky events include dances and small dinners, as well as themed events such as casino nights, bingo nights, or film festivals.

These types of in-person events can be labor intensive; it's often helpful to form a host committee of volunteers in charge of tasks such as sending invitations, soliciting sponsorships, dealing with caterers, and making follow-up calls.

- **Walkathon, bike-athon, 3 K, 5 K run or walk.** All of these events attract young people especially the 5 K's walk or Race. An event that is moderate in cost—but often high in staff or volunteer time. While walkathons can be a great way to involve people in your cause and energize your group members, they take a great deal of planning to pull off.

<http://chej.org/wp-content/uploads/Beyond-Bake-Sales.pdf>