

## **REASONS FOR NOT GIVING**

Sometimes it can seem that volunteers and donors have many more reasons for not joining in fundraising efforts than they have for actively contributing.

### ***Seasonal Reasons***

- *Around Thanksgiving, people focus their attention on their families.*
- *Then during Christmas holidays, everyone is gifting and entertaining family and friends.*
- *Then early in the New Year, people struggle to pay off their Christmas bills.*
- *Then spring brings the dreaded tax time of the year.*
- *Then during the summer, people are traveling and generally out-of-touch.*
- *Then in the fall, families are preparing their children for the new school year.*
- *And then it's Thanksgiving again!*

### ***Financial Market Reasons***

- *The stock market is too high...is in a downward trend...is uncertain.*
- *Interest rates are too high...may go lower...are erratic.*
- *The global economy is overheated...is disintegrating...is unpredictable.*

### ***Personal Reasons***

- *"I give to other charitable organizations."*
- *"My spouse isn't interested."*
- *"I'm too busy to consider any other involvement."*
- *"Your organization should focus on foundations and corporations where the real money is."*

When you find yourself getting discouraged by statements like these from donors and volunteers, engage them in a Socratic exercise: ask related questions to gain a better understanding of their objections. Their responses may lead them to changing their own minds!

*"When would be a better time to discuss this? Hoping, of course, that you are interested in supporting our organization and helping the people we serve."*

*"May I contact you again when the stock market reaches more optimistic levels? When interest rates adjust significantly? When you feel our nation's economy is headed in a better direction?"*

*"I would never ask you to put our organization ahead of other worthy causes you support. But could we move up your list a bit?"*

*"Perhaps if we met with you and your spouse together?"*

*"What could we do that might encourage you to reconsider your involvement and support?"*

*"We would appreciate your suggestions regarding foundations and corporation that support us. Can you be helpful in contacting them?"*

A final thought: polite persistence pays!