

## The Extreme Fundraising Ezine, Vol. III Issue 1

Happy New Year and welcome to the January 4<sup>th</sup> edition of Extreme Fundraising!

In this issue, we take a trip to the supermarket to see how it can help us ask people for money. Really! As always, all the previous issues in the Extreme Fundraising Ezine are available in the archives at <http://fundraisingcoach.com/ezine.htm>.

---

### ***I. Fundraising Follies: Beware the Cheez-It Syndrome!***

### ***II. Resource Spotlight: CharityUniversity***

### ***III. Creating Donor Evangelists Audio Program***

---

#### ***I. Fundraising Follies: Beware the Cheez-It Syndrome!***

Have you tried to buy a box of Cheez-Its in the supermarket lately? It's intimidating! There are more than 10 different *kinds* of Cheez-Its! Some of the varieties include:

- Original
- Reduced Fat
- White Cheddar
- Big Cheez-Its
- Cheesy Sour Cream and Onion
- Parmesan and Garlic
- Cheddar Jack
- SpongeBob Cheez-Its
- Party Mix
- Chili Cheese
- Hot and Spicy

It takes so long to look at the wall of orangey-red boxes that you can forget what kind you were looking for! The choice overwhelmed me enough that I first felt paralyzed. Then I felt stupid. How was it that I, a guy with a Master's degree, couldn't make a simple choice about a box of crackers?!

Not liking to feel stupid, I left the aisle.

Can you see how we do this Cheez-It thing all the time to our donors? We often give them so many options that we're confusing them? Does your reply form or web page have something like this?

*"You can give \_\_\$1000, \_\_ \$500, \_\_\$100, \_\_\$50, \_\_\$25, \_\_\$12.50, or \_\_any amount."*

And also include something like this?

*"Please send me information on planned giving, stock transfers, creating an endowment, and corporate matching gifts."*

Our intentions are good. We know there are lots of ways to support our organization *and* we don't know when we'll have the donor's attention again so we want to give them as much information as possible.

But **PYITS**: *Put Yourself In Their Shoes*. Are all these options helping motivate a donor to giving or is it paralyzing him? Options can be very helpful but psychology experts have proven too many options scare people away. So limit your choices to choices you'd be glad they chose.

Rather than sending a letter to all your donors listing giving options from \$10-\$10,000, why not segment donors and send slightly different letters with *only three options*: something close to what they gave last year, something bigger, and something even bigger than that.

And, the next time you're looking to buy Cheez-Its, go for the Chili Cheese—they're incredible!

*[I'm convinced we learn more from our mistakes than from our successes. I'd love to hear your funniest mistakes! You can send them to me at: [marc@fundraisingcoach.com](mailto:marc@fundraisingcoach.com).]*

## **II. Resource Spotlight: CharityUniversity**

For years I've relied on CharityChannel.com's listservs to keep me in touch with colleagues around the country. I've also loved their newsletters like my favorite, *WeReview*, which sends out books reviewed by our peers. Now they've added an incredibly cool component to their offerings: CharityUniversity <http://www.charityuniversity.com/>.

No matter what issue you're facing, or what subject you want to learn more about, their ever expanding list of classes will help you grow as a professional. Better still, you are able to listen to these classes when it fits your schedule!

*[If you have tools that you think should be considered for inclusion, please email me at [marc@fundraisingcoach.com](mailto:marc@fundraisingcoach.com)]*

## **III. Creating Donor Evangelists Audio Program**

The CD is finally done! Special congratulations to Joel Preston of the March of Dimes for buying the first copy back in October! To purchase your own copy, go to <http://marcpitman.com/> or simply click on this link: <http://tinyurl.com/3skl6>

To your extreme fundraising success!

Marc

---

Marc A. Pitman is an executive coach to nonprofit leaders. An expert in helping people identify their natural abilities, he provides his coaching and training clients with down-to-earth information that decreases stress and puts the "fun" back into fundraising!

The Extreme Fundraising Ezine is a free newsletter of The Fundraising Coach. Pass it on!

Articles from the Extreme Fundraising Ezine may be distributed or reproduced as long as the copyright and URL are included.

The Fundraising Coach, 5 Oak Knoll, Waterville, ME 04901, <http://fundraisingcoach.com>

Copyright © 2005 The Pitman Group. The Fundraising Coach, Creating Donor Evangelists, PYITS, "Put Yourself In Their Shoes," "Fundraising is an extreme sport," and "Extreme Fundraising" are trademarks of The Pitman Group.