

**Why do people donate?
Because someone asks them to!
That is called THE ASK !**

It is a well-known fact that people give to people! Overwhelmingly, people connect to one another more than to a cause or project. That is not to say that they don't care about the cause but it takes a personal touch for the final incentive to give!

So at your fundraising event, the way to make it really successful is to ASK people to donate.

End your event by presenting attendees with an opportunity to help and ask for their support. Here is one approach:

1. Describe What ASAP Africa does in a couple of sentences.

“Ladies and Gentlemen, we hope you had a good time this evening. Keep in mind that this is all about helping ASAP’s work to improve the self-reliance and quality of life for families struggling to survive in Africa.”

2. Then you ASK everyone to donate. Assuming your goal is \$1,250 to help 50 women at a cost of \$25/person average.

“We appreciate your show of support by attending this event today. We are asking for a donation of at least \$50 to change the lives of two families in Africa today. Our goal tonight is to raise \$1250 to provide agriculture skills training and inputs for 50 women in rural Zimbabwe. If you can afford to contribute more, please consider making an even larger tax-deductible contribution today!

If you are not in a position to personally make a contribution, you can help by holding your own small fundraiser or by sharing ASAP Africa brochures with 10 of your friends and asking them to either donate or hold a local fundraiser.

Remember, ASAP Africa is focused and dedicated to cultivating self-reliance in Africa – and all of us here can help. Creating change requires money so please help us meet our goal today by making a generous donation. Thank you.”