

5 TIPS FOR ASKING BUSINESSES FOR DONATIONS



Written by Anna Stephens

A great way to raise money is to ask businesses for donations or products to help the cause. However, this can be a difficult task, and it's not easy to know where to start. So, here are 5 tips for Dressember advocates on how to ask businesses for donations.

1. Practice your "ask"

Let's admit it. Asking for money can be awkward. But it doesn't have to be! Plan some fun conversation starters or interesting statistics to share before asking for donations. Practice your "ask" in the mirror, to your roommate or significant other, to your dog, or in the shower - anything to boost your confidence. The more you practice, the more comfortable you will be approaching a business and talking to a potential donor.

2. Provide something in return

Are you the artistic type who has been making bracelets or cards to sell for Dressember funds? Offer some of these to the donors in return for their contribution to Dressember. This will act as a kind reminder of the good they did by donating.

Another idea would be to provide baked goods for the workers of the business as a token of gratitude. Who doesn't love a tin of homemade cookies around the holidays?

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3. Utilize your network and reach out to the right person

Businesses are more likely to give to people they know or are within their network. They are also more willing to help out a local cause, so be sure to tell them about how DresseMBER is taking place in your area. You can research if DresseMBER is benefiting an organization local to you or find out how human trafficking specifically impacts your local community.

But, before you approach the business, find out who the best person would be to contact. If it is a large enough company to have someone in charge of corporate social responsibility, reach out to them. If not, contact a manager. Let them know that you would like to discuss DresseMBER with them, and make sure not to catch them off guard in the middle of their workday. If they are busy or do not have the capacity to take a break and talk to you, they might turn you away without giving you a chance to discuss DresseMBER. Asking them ahead of time for a coffee on their break might even provide a nice setting for them to take a rest and really get to know why you are raising money.

4. Think about non-monetary support

Donations do not have to be directly monetary. Think of some fun ways you can leverage what businesses have to offer.

If you are asking a restaurant, see if they would be willing to donate a gift card for dinner for 2 that you can auction off. Perhaps a coffee shop would provide some coffee and pastries for you to sell as a fundraiser. If you are asking a boutique, maybe they would donate a dress for you to post pictures in on social media. You could then auction off the dress, and they would be getting additional publicity. There are many possibilities, so don't hesitate to get creative!

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5. Follow-up and maintain the relationship

Once you find a business that will donate to DresseMBER, be sure to send a thoughtful thank-you note or gift. To maintain contact, keep in touch by sending them updates on your advocacy or success stories from our grant partners. That way, they can see the fruit of their donations and will be willing to donate again in the future. If donors are kept in the loop about what is happening within the organization, they will delight in knowing that they have contributed to a wonderful cause, and will appreciate the transparency.

It is understandable to feel like asking businesses for money is daunting. But they are willing to donate, and most likely already have a set budget for charitable giving. We just need to reach out! We have nothing to lose. The worst thing that could happen is receiving a “no” and moving on to another business. So hold onto confidence that your efforts are never wasted when advocating for this cause.

Now that you're ready to get out there, be sure to download the flyer on the next two pages to hand out to businesses you meet with. This includes our tax id # and a note from our founder for the business to hold onto once you leave.



OUR VISION IS A WORLD WITHOUT SLAVERY

WE KNOW THAT

1 MORE THAN  **30 million people** ARE CURRENTLY ENSLAVED WORLDWIDE.

2 HUMAN TRAFFICKING GENERATES ABOUT  **\$150 billion** A YEAR

3 ABOUT  **2 million children** ARE CURRENTLY EXPLOITED IN THE GLOBAL COMMERCIAL SEX TRADE.

RAISE YOUR VOICE WITH US THIS DRESSEMBER & HELP US END SLAVERY FOR GOOD.

LEARN MORE AT DRESSEMBER.ORG
TAX ID #46-4704743



Thank you for considering making a charitable donation to Dressemble Foundation. As a crowd-funded organization, we count on the support from businesses like yours to ensure that those trapped in slavery are given the gift of freedom. We're working hard to end slavery locally and internationally. We invite you to learn more about our impact at dressemble.org. Please note that donations made to Dressemble Foundation are tax-deductible in the United States. Our tax id is #46-4704743. Should you have more questions, please feel free to reach out to us at hello@dressemble.org!

Blythe Hill

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CEO - Dressemble Foundation