



# Making the Ask

Soroptimist Mission-Focused  
Fundraising

#SIAConv2024

Soroptimist International of the Americas, Inc.

# PRESENTERS

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- Facilitator: Lee Ann Schwope, SI/Woodbridge, VA
- Panelist: Rosa Beltre, SI/Cleveland, OH
- Panelist: Tana Elizondo, SI/Hanford, CA
- Panelist: Wanda Price, SI/Five Points Magneta, PA
- Panelist: Tracy Scala, SI/Farmington Valley, CT



How do you feel  
about fundraising?

**Scan the  
Code to Take  
the Survey**



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# SURVEY QUESTIONS

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- On a scale from 1-10, how confident do you feel about sharing why Soroptimist's mission is important to you?
- On a scale from 1-10, how confident do you feel about building relationships with potential donors?
- On a scale from 1-10, how confident do you feel about organizing a community fundraiser?
- Yes or no, I feel that I am well informed of what funding is available through companies, foundations and partners in my community.
  - Yes or no, I feel that I need more education and support around tools and resources for fundraising success.





# FUNDRAISING PHILOSOPHY

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Why do I need to  
fundraise?

What is your  
"Soroptimist  
Why" and why is it  
important to your  
fundraising efforts?

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**MAKE IT  
PERSONAL**





Based on your experience, what are three things you think our donors are looking for before deciding to make a gift?

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## DONOR RELATIONS

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# CORPORATE RELATIONS

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What are two ways clubs can build relationships with businesses in their local community to generate funds?





# FUNDRAISING TOOLS

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What are some tools or resources you've found essential for fundraising success?





# SUCCESS STORY

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Please share a story of when a fundraising ask went particularly well?

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# SUCCESS STORY

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Please share a fundraising success you've had with a corporate or community partner?

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# QUESTIONS



Raise your hand if you have a question and the microphone will be brought to you.

Please limit your question to one minute and focused on the topics presented in the workshop.



# CLOSING POLL

## How do you feel after this workshop?



1. I'm excited to get out there and raise money!
2. My confidence is growing, but I still have some questions
3. I still feel uneasy, but I'm willing to try some new things
4. I am looking for fundraising ideas and support on other topics
5. I'd rather not fundraise and ask someone else to do it



SOROPTIMIST®

Investing in Dreams

# THANK YOU

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[Development@soroptimist.org](mailto:Development@soroptimist.org)

For additional support and questions, please contact your 2024-2025 Fundraising Council at the email address above.

- Wanda Price, Chair
- Christine Herman
- Chihiro Kon
- Charlie Rodgers
- Fumiko Tanabe

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