

**Harvest of Peace 2016**

**Fundraising Talking Points**

**VIEW:**

Many donors say they give most generously when they are asked to give by someone who asks from their own heart connection to the project. Many also say that giving has transformed their own lives for the better by helping others; that it is a joy to give.

Asking someone to give is a gift in itself. Asking other to be generous is offering them the virtue that produces peace.

(Please make your own financial contribution, whatever it can be, to support this campaign before you make your “ask.” It makes your ask authentic.)

Here are some suggestions for asking. Feel free to use these, and adapt them to make them your own!

**PREPARE:**

**Dress well**; wear a Shambhala pin.

* **Raise windhorse. Be clear about your intention**.
  1. **Be delighted** to invite people to support something that you love, and humble that you can help them give. Be brave in communicating the urgency in our world to promote kindness and goodness. Share your heart connection with urgency.

1. **Introduce yourself**. Enjoy yourself in this moment.
2. **Enunciate; speak slowly** so people can catch every word.
3. **State your purpose** – *I* *am honored to convene our traditional Harvest of Peace*  *fundraising.* Express mutual appreciation for everyone present, your shared connection to Shambhala. Speak from your heart.
4. **Talk about Shambhala in your city and in the world.** All of us, and our center, too, are members of an interconnected global community of communities discovering together the confidence, skill and kindness to be of genuine service to this world. Our local community is entrusted with the name “Shambhala” and we are part of the Shambhala lineage.

Each Shambhala community around the world shares this common aspiration and offers the same distinctive body of teachings and practices.

Harvest of Peace is when our community gathers in centres and homes around the world to celebrate our good fortune in finding the Shambhala teachings.

“Through fundraising we have built Shambhala and I am proud to be part of this magic.” Fundraising on Harvest of Peace supports the growth of this centre and global Shambhala ­­ a worldwide community of 200 centres and groups in 50 countries.

Our Center is a seat for our lineage of basic goodness; a place to joyfully proclaim that everyone has basic goodness and that society is basically good.

This year is very special in (name of your centre)... because we are working towards... Our goal for Harvest of Peace fundraising is…

1. **Be clear about what you are asking**. I am asking you to make a one-time gift (or make a monthly gift or increase your monthly gift) using one of these pledge cards.
2. **Explain the pledge cards**: EX. *All checks can be made to “Shambhala Center”. If you* *use a credit card, please print clearly. If you give cash please leave your name and email address so we can send you a thank you. If you prefer to give online at Shambhala.org, your gift will count as part of our community.*
3. **Be clear who will collect their completed pledge cards.**
4. **Ask if there are any questions.**
5. **Don’t talk too long**. Aim for 5 minutes max.

**Thank everyone on behalf of Shambhala** for everyone’s generosity.