

## **Ladder of Effectiveness: Solicitation Techniques**

- 1. Personal: face-to-face**
  - a. Team of two**
  - b. One person**
- 2. Personal letter (on personal stationery)**
  - a. With telephone follow up**
  - b. Without telephone follow up**
- 3. Personal telephone**
  - a. With letter follow up**
  - b. Without letter follow up**
- 4. Personalized letter**
- 5. Impersonal letter (direct mail)**
- 6. Impersonal telephone (phonathon/telemarketing)**
- 7. Fund raising benefit (special event)**
- 8. Door-to-door**
- 9. Media (advertising)**

*Source: The Fund Raising School Center on Philanthropy*