

Courtesy and Ethics when Soliciting Area Merchants for Donations

- **Look professional.** As the saying goes, you never have a second chance to make a first impression. While a shirt and tie or dress may be too much, make an effort to look nice.
- **Be prepared.** Bring along information about your organization, the fundraiser, and how you plan to use the donation.
- **Be polite.** Plymouth has a lot of small businesses, and the same ones often get asked for donations. Be respectful if a merchant chooses not to make a donation. Thank them for their time and wish them a good day. They'll remember that and perhaps they'll be more inclined to donate to you in the future.
- **Recognize generosity.** Always follow up with a thank you note or letter thanking the merchant for their generosity. Consider including follow up information about your fundraiser. Did you raise enough money to send all your members to the conference? Let them know how they helped! If the merchant makes a large contribution or makes regular contributions to your organization, consider inviting the merchant to your group's celebration or purchasing a nice thank you gift. Remember to patronize businesses that support your student organization.