FUNDRAISING ACTIVITIES SUCCESSFUL ELEMENTS

INFORMATION: Following are just some of the key elements that have been found to be in place where orgs have actively targeted and obtained their objects for their new Ideal Org building.

• The OT Ambassadors 100% on purpose and being the driving force in making it happen in the field.

• The OT Committee themselves taking on full responsibility for getting the entire field activated and being part of the team making an Ideal Org a full reality in the area.

• A Fundraising Committee assigned within the OT Committee with someone in charge and being fully responsible for all aspects of the fundraising, with terminals assigned to the different hats and functions involved, thereby having a dedicated team in place to make it happen. This includes organizing events, promotion, scheduling and putting on meetings and events, directly fundraising with individuals assigned to the different levels of donations to be gotten, as well as setting the example and donating themselves.

• Repeating the message and briefings from Chairman of the Board RTC on what an Ideal Org is and what is expected of each and every Scientologist to bring about planetary clearing. The briefings from Chairman of the Board RTC can be found in the March 13th 2004 LRH Birthday event and the Ideal Org briefings from Maiden Voyage 2005 and Maiden Voyage 2006 events.

• OT Committee members and the field routinely briefed and coordinating their actions around obtaining the set objectives, including all aspects of building an Ideal Org per the strategy laid out by Chairman of the Board RTC.

• Launching a PR and marketing campaign based on surveyed buttons and pushing the purpose of your org being an Ideal Org, using HCO PL 24 Sept 1988R, PR AND PURPOSE.

• Keeping updated and briefing others on other orgs around the world getting done so everyone sees where they fit in. Building Ideal Orgs is happening everywhere and now, and will generate the means to clear the planet as covered in Chairman of the Board's briefings.

• Fully naming out the product against the total amount that must be raised per HCO PL 24 July 1978, SUBPRODUCTS, HOW TO COMPILE A SUBPRODUCT LIST and HCO PL 16 Nov 1976, PRODUCTION QUOTAS.

• In working out the above, a datum from fundraising texts is applied:

"80% of one's income comes from 20% of one's public."

And also:

"The Rule of Thirds says that the top ten gifts will represent 33% of the goal, the next 100 will represent another third of the goal, and all the rest of the gifts will represent the final third of the campaign goal."
(from the Book: *Conducting a Successful Capital Campaign*)

• A gift chart is then formulated breaking down how many donors are needed at the different levels. For example:

# Donors	Amount Each	Total
1	$ 1,000,000	$1,000,000
2	$ 500,000	$1,000,000
3	$ 200,000	$600,000
5	$ 50,000	$250,000
7	$ 10,000	$70,000
10	$ 5,000	$50,000
15	$ 2,000	$30,000

• In addition to those individuals who can donate large amounts, always creating more donors and keeping two stable datums in mind:

"I answer money problems with lots of money, not with worry or sadness or impractical hope. I never count on any one source. I always plan to get the total sum of all the money I need from each one of three or four ways or sources."— LRH, HCO PL 2 June 1959, A COMMENT ON FINANCE.

And,

"There is a simple formula for raising money. It is to 'ask enough people to ask a lot of other people to ask for money.' " — EFFECTIVE PUBLIC RELATIONS book by Cutlip & Center

• In all actions and fundraising interviews, applying the LRH datum contained in HCO PL 21 Feb 1961 II, CHOOSING PE AND REGISTRATION PERSONNEL:

"CONTROL = INCOME." — LRH

• Assembling complete lists of past donors as another STABLE DATUM in fundraising is:

THOSE THAT HAVE DONATED BEFORE WILL DONATE AGAIN.

• Use the lists of potential donors to contact and:

■ Donate further to the next donor status level, and

■ Activate these individuals to promote and brief on why they donated and for others to do the same, and/or

■ Activating them to directly fundraise others.

• Using the lists of those that have donated before, heavily pushing the donation status levels to get them to reach the higher status and donating the remaining funds to do so.

• Promoting the donors who have achieved the different status levels with posted up honor rolls, briefings, fully acknowledging them at events held as well as graduations, in newsletters with their photos and statements on why they donated, and any other creative means, and making this a big deal as THEY are actively contributing to making an Ideal Org a full reality in your area.

• Assemble lists of further potential publics such as:

■ Those who have donated to other projects

■ Those who have contributed to humanitarian and philanthropic causes

■ Those who have high income and reserves

Surveys show demographics of the top donors to Building Fundraising Projects in all areas are tech trained, OTs, and are top business professional or own their own business, and are commonly veteran Scientologists.

• Appropriately acknowledging those that have donated, no matter how much and doing this on a constant basis so no one goes unacknowledged personally, as well as making their contributions known to others. This must not be allowed to fall behind or fall out in any way.

• Events and meetings held throughout the week including special briefings in the org and fundraising dinners where "stage regging" is done, people are briefed on the targets, they are shown the briefings from Chairman of the Board RTC on the Ideal Org strategy, and other A/V properties such as the Future Ideal Orgs DVD, Ideal Org Saint Hill Size videos, the Ideal Org Grand Openings, and LRH quote videos.

• Weekly and daily newsletters updating on the progress made, and promoting those that have donated already.

• Promotion and posters up around the org pushing the objectives to be obtained.

• Mailings to brief on the targets to be met and where this stands and inviting everyone's contributions.

• Regular e-mails updating on the progress and targets set and getting everyone active in making it happen.

• Applying HCO PL 24 Sept 1988, PR AND PURPOSE every step of the way.

• Where needed, HCO PL 19 July 1982, FAILED PR is applied to confront and handle any ethics blocks that may be encountered directly and/or with the help of the org HCO. All efforts are not concentrated on such circumstances as the prime activity but rather the overriding purpose is concentrated on—while any off-purposeness is rapidly dealt with concurrently.

• Throughout the activities above, any nonoptimum situations of someone not winning with Scientology gets handled by applying the right tech. This includes helping the individual with the tech he needs in life and getting any needed recovery actions done to get the person winning on service.

• OVERRIDING THROUGHOUT—This is a very high tone activity to be run in GAMES with TONE 40 intention to make the needed targets and pushing PR and PURPOSE constantly—making an Ideal Org a reality for all, and applying HCO PL 19 July 1982, PR Series 37, FAILED PR where this results in a block. One is either on purpose and deciding to do it, or he is not.