

## When fundraising, I learned that people are happier when they have a choice

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When I was fundraising, I learned that people are always happier when they have a choice. But sometimes.....

When I was fundraising in Tennessee, people in the small towns were reluctant or downright suspicious because our church was in Nashville, the big city.

"Where is your church?"

"It's in Nashville."

"Well, now, I'd rather give my money to a local church that's going to help people right here. Why don't y'all ask folks in Nashville to help your program? Why you got to come all the way out here for?"

So after several weeks touring the countryside (Nashville wasn't big enough to fundraise in fulltime), I was happy to be back in the big city, where I could say "Our church is right here in town." So I was ready for the first

"Where is your church?"

"Right here in Nashville," I replied.

"Which part of Nashville?"

I named the area.

"Oh. You from the Westside. I only give to local churches on this side of town. Why don't you fundraise in your own area? What you got to come over here for asking for money?"

Sigh.....

It was the same way with product. If you had peanut brittle, they wanted chocolate. If you had chocolate, they wanted something with peanuts in it. If you had red roses, they asked for yellow roses. If you got yellow roses, all they wanted was red. Etc, etc.

One hot day I was doing a stoplight by a bridge, and I had Peco Pies. They were like peanut brittle only they weren't brittle. Just lots of sugar with peanuts and another kind with peanuts and coconut.

All day long, people were asking me if I had anything to drink, if I had brittle cause these weren't crunchy. The peanut ones sold out quicker, and all I had left was coconut/peanut. Everyone kept asking if I didn't have any with just the peanuts in them.

Finally, I sold out. There was a fruit stand, so I went over and bought a big bag of peaches.

'Ah, finally,' I thought, 'peaches... who can possibly fuss about peaches? This'll be great.'

I ran up to the first car.

"Hi, ma'm. We're fundraising for our church today with fresh peaches. Would you like to help us out by getting one?"

"Are they freestone or cling? Cause I can't eat freestone peaches."

Sigh.....

What was your experience with people wanting something different?