# **You Make the Difference Initiative**

# **From Fundraisers to Advocates**

## **Shift Your Mindset, Amplify Your Impact**

When we stop seeing ourselves as fundraisers and start seeing ourselves as advocates, everything changes.

Fundraisers ask for money. Advocates invite investment in something meaningful.

You are not asking for donations. You are advocating for a community asset that touches lives, connects people, builds tomorrow’s citizens, and strengthens your community.

## **Advocacy is Purpose-Driven**

* Advocacy is intentional. It’s tied to purpose, not personal gain.
* Advocacy is meaningful. You are inviting others to join in something greater than themselves.
* Advocacy removes fear. If someone says no, they aren’t rejecting you — they are simply choosing not to invest right now.

## **What Are You Advocating For?**

You are advocating for a community asset that:

* Reduces isolation and depression
* Strengthens families and traditions
* Builds the future of agriculture and business
* Fosters connection, pride, and belonging

## **How to Advocate Effectively**

1. Own the Importance  
     
    See your fair as vital infrastructure—just like a bridge or a water treatment plant. It’s essential for community vitality.
2. Articulate the Value  
     
    Be able to explain why this matters — to your community, your region, and future generations.
3. Invite Investment, Not Donations  
     
    Shift your language:  
   * “Would you consider investing in our community’s future?”
   * “Would you partner with us to keep this tradition strong?”
4. Stay Heart-Strong  
     
    Whether someone says yes or no, stay grounded in your purpose.  
     
    Advocates aren’t seeking approval — they are extending an opportunity.

**Reminder**:

***When you lead with advocacy, you are not just raising money.***

***You are building a future that your entire community can be proud of.***