

Money Taboo\$



Goals

- To uncover our experiences, internal taboos, and cultural myths about asking for money.
- To identify and practice the elements of asking for money successfully.
- To identify strategies for addressing our worst fears around asking for money.

Money Myths

1. Money is the root of all evil
2. It's not polite to talk about money
3. Money can't buy happiness

Who Actually Gives

Source

- Foundations
- Bequests
- Corporations
- Individuals

% of Charitable Contributions

- 7%
- 7%
- 5%
- 81%

The Reality of Giving

- People making under \$25k give the largest portion of their salaries.
- People making under \$50k represent 85% of all individual contributions in the US.

PAF = Building Power

- Talking about (and asking for money) is an underpinning of economic/social justice.
- Premise of a union is breaking down barriers around money to make workplaces more equitable.
- You have to care enough about what you're raising money for in order to get past all of internal taboos.

Head	Heart	Hand
Knowledge	Passion	Urgency
Issue	Connection	Action