

# 12 Tips for Fundraising Success

## TIP #1

### **Start early.**

The sooner you start asking for donations, the more money you will raise. As soon as you register to become a fundraiser, get organized and start asking!

## TIP #2

### **Set a challenging but attainable goal.**

Your fundraising goal should be a stretch, but doable. If you are getting close to your goal, then raise it so people continue to donate.

## TIP #3

### **Contact everyone you know.**

Start with your email address book, then your regular address book and member lists from clubs you belong to. You'll be surprised who gives!

## TIP #4

### **Customize your emails.**

Make the email template yours! Include a personal story — why you're raising money, why it's important to you, and where the money goes.

## TIP #5

### **Create an email schedule and stick to it.**

Set dates to send a first email announcing your participation, a second email asking for donations, an update email, and a 'last chance' email.

## TIP #6

### **Ask, ask, and ask again.**

People can only make a donation if you give them the opportunity. Don't be shy about asking more than once. People need to be reminded!

## TIP #7

### **Customize your personal fundraising webpage.**

Include a personal story why you are participating, along with videos or photos. Tug at the heart strings of prospective donors!

## TIP #8

### **Add social media to the mix.**

Use status updates in Facebook, Twitter, or LinkedIn to update your friends on your fundraising and provide a direct link to your fundraising webpage.

## TIP #9

### **Get creative.**

Add the URL for your fundraising webpage to your email signature. Give out "piggy banks" and ask people to save their change for a month. Hold an auction. Throw a party!

## TIP #10

### **Join a team.**

Need help to stay motivated? Join a team for camaraderie, encouragement, and friendly competition. There's power in numbers!

## TIP #11

### **Stay focused.**

Remind yourself of why you are participating in the event, and how the money you will raise will help others. Turn to other fundraisers for inspiration and ideas.

## TIP #12

### **Send a personalized thank you.**

After you've completed your fundraising, send your results to donors and thank them again for their help. You might need their support again next year!