National Brain Tumor Society

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!