



## Fundraising Tip Sheet

### 1. GET THE BALL ROLLING



Nobody wants to be the first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. Breaking the ice will make it easier for others to get involved.

### 2. ADD YOUR WHY TO THE EMAIL



We put together an email template you can use right from your fundraising page. The most important thing you can add to this message is *why you are fundraising*. Let your family and friends know why this cause matters to you, that's what they care about most!

### 3. START WITH YOUR CLOSEST CONTACTS



It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template customized to reach all your other contacts.

### 4. MOVE ON TO SOCIAL MEDIA



Once you've sent out your first batch of emails out, it's time to turn to social media. One of the best strategies to use is tagging people that have already donated while you are asking for new donations. This spreads your message further and lets the people you're asking know that people are already getting behind you.

### 5. RE-ENGAGE WITH EMAIL



Don't hesitate to send a few follow-up emails. Emails are easy to overlook, and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you achieve a milestone (50% raised, 75% raised, and so on). Ask supporters to help you reach the next milestone.

### 6. CONTINUE THANKING AND UPDATING SOCIAL MEDIA



As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress toward your goal.

Fundraising often takes a little creativity and persistence, but it's vital to our mission, and you can do it. **Know that your effort will make a big difference!**