FUNDRAISING TIPS

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BE THE FIRST | INITIATE

Nobody likes to be first. That's why it is a good idea to get your fundraising launched off by working and ensuring the first financial contribution. This will increase the likelihood for others to be involved.

WHAT'S YOUR WHY? | EMAIL

Use our Email template which you can use for your fundraising page. The reasoning for why you are fundraising are the most vital and it is important to let your family and friends know why this matters to you as this is what individuals care about the most.

USE YOUR NETWORKS | BUILD UP

It is best to start by contacting your close networks and contacts as they are more likely to donate. Send quick personal individualized messages to your inner circle to build up momentum around this cause and fundraiser. Then use a targeted email template to reach other contacts as well.
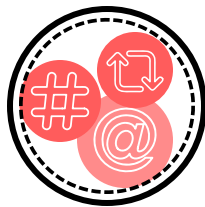
GET ACTIVE | SOCIAL MEDIA

After sending out emails to close networks, get active on social media. Use Facebook and Twitter by tagging and thanking individuals for past donations while also asking for new donations for the cause. Social media will help spread your message further and let individuals stand behind and reach out to your cause. Make sure you post # and tag @.
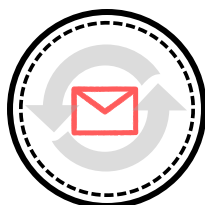
FOLLOW UP | EMAIL

Use email to keep people up to date with your individual progress as you reach various milestones in your fundraiser (50% raised, 75% raised) and ask supports to help reach the next milestone. Try providing an incentivized gift for helping funders reach your next campaign goal like a personalized thank you and shoutouts on social media.

CONTINUE TO GROW | PERSISTENCE

As your network of backers and followers grows, continue to thank them on social media and acknowledge their help in allowing you progress to your goal. Continue to update social media and grow your attention around this cause.