# TWELVE 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 and 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 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!