

## FUNDRAISING TIP SHEET

### 1. GET THE BALL ROLLING

Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the **first contribution**. This will make others more likely to get involved.

### 2. ADD YOUR WHY TO THE E-MAIL

The most important thing you can add to any message is why you are fundraising. Let your family and friends know why this matters to you. That is what they care about most! People give to people and because they are asked to.

### 3. START WITH YOUR CLOSE CONTACTS

It's best to start by e-mailing your close contacts because they are more likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the e-mail template you customized to reach all of your other contacts.

### 4. NOW MOVE TO SOCIAL MEDIA

Once you've sent your first round of e-mails out, it's time to turn to social media. One of the easiest strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

### 5. REENGAGE WITH E-MAIL

Don't hesitate to send a few follow up e-mails. E-mails are easy to overlook and people often open them up quickly and then forget to go back to them. They'll appreciate the reminder. Use e-mail to keep people up to date with your progress as you hit different milestones, I.E.: Halfway there, 60% of the way to your goal, etc. and ask supporters to help you hit 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 towards your goal.

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