

# TOP TEN FUNDRAISING TIPS

## TIP #1 - TAKE ADVANTAGE OF ONLINE FUNDRAISING TOOLS

Once you register as a participant, a personal fundraising page is automatically generated for you. We encourage everyone to visit their “My Headquarters” center as soon as registration is complete and personalize this page. You can set your fundraising goal, upload pictures and tell your story all on this one page. \*\*Pages that are personalized are 3x’s more likely to receive a donation! Then once your page is complete, you can send out emails to all of your contacts inviting them to join or donate to your team.

## TIP #2 - CREATE A PERSONAL FUNDRAISING EMAIL

While we have provided you with easy to use email templates inside your Participant HQ, feel free to edit this template or create your own! A personalized appeal to friends and family can really go a long way. It’s important to share your story about your connection with us. And remember, to fully maximize your fundraising efforts, reach out to not only friends and family members, but also co-workers, neighbors, club members and local businesses.

## TIP #3 - DOUBLE YOUR FUNDRAISING WITH MATCHING GIFTS

Many companies have matching gift programs that can double and sometimes triple donations. Check with your corporation to learn more about their matching gift program and be sure to encourage your donors and team members to do the same.

## TIP #4 - Voicemail Greetings

Some have great success in receiving support and donations by changing the outgoing message on their answering machines/voicemail. Then, if you receive a pledge, enter that pledge into your Personal HQ. Once our organization receives the money, we will credit it to your page.

## TIP #5 - THINK OUTSIDE THE BOX-BE CREATIVE!

Think of fun ways to involve your co-workers with a jeans day or early-out day, where for a donation of \$5.00 or more, employees could wear jeans or have an early/out on a designated day. You can also host a Brown Bag Lunch Day where you ask co-workers to bring in their lunch instead of purchasing them, and donate the saved funds to your team. Finally, place a “change collection” canister or box by the office vending machines and encourage co-workers to spare their change.

## **TIP #6 - Post and Tweet**

Inside your Participant HQ you have the ability to easily post your personal fundraising page link to your Facebook Wall or on your Twitter Feed. Shout out to your friends and followers, invite them to sign up and/or support your fundraising efforts.

## **TIP #7 - DON'T BE AFRAID TO FOLLOW-UP!**

Sending out one email may not be enough to motivate all of your contacts to support your efforts. As we all know, most people are very busy, and even though they plan to support you, your initial request may have gotten lost in the shuffle of their lives. Sending out a reminder or update on your efforts is a great way to remind your friends and family that you still need their support and motivate them to take action. Let them know how much you have already raised and how far you have to go to hit your goal, and then ask for a donation to help you complete your mission.

*FACT: It takes on average 3 solicitation emails to generate 1 donation.*

## **TIP #8 - GET SUPPORT FROM THOSE YOU SUPPORT ALL YEAR LONG**

Dry Cleaners, accountants, doctors, hair stylists and dog walkers without a doubt appreciate your business and would be happy to support you.

## **TIP #9 - KEEP YOUR TEAM MOTIVATED AND EXCITED**

The easiest way for a team to fall short of their potential is to become complacent about their fundraising efforts. It is important that everyone on your team understands that they play an important role in the success of not only your team, but the entire event! Also be sure to always send shout out's to team members using the team captain participant center sharing news about new team members, fundraising goal progress or other event updates.

## **TIP #10 -THANK YOU'S ARE VERY IMPORTANT**

Sending out a thank you is extremely important and is an easy way to show your donors how much you appreciate their support. Thank you's can be in the form of an email, handwritten note or phone call, but no matter the form, they should be sincere and sent out in a timely manner. Once you have thanked your donors, be sure to keep sharing your progress and important milestones (50% of your goal achieved, that you have increased your goal, etc). This will show them that their support truly made a difference in your efforts and may inspire them to make additional donations or pass along your website to others.