

# RAISING MONEY

## BOOST YOUR FUNDRAISING

**Are you getting the most from your fundraising page? Use this checklist to make sure you're taking advantage of all the different features.**

### Have You:

- 1** Added a photo? Fundraisers who add a profile picture tend to raise 15% more.
- 2** Added a fundraising story? An engaging story can make all the difference. Not sure what to say? Here are some pointers to help you write a great story
- 3** Set a fundraising target? Target setters raise up to 46% more, so it's a great way to kick-start your fundraising.
- 4** Added a fundraising summary? Make sure your supporters know what you're doing, for who and why. A page with a summary raises an average of 9% more.
- 5** Added updates? Regular updates keep your page looking fresh and give you plenty of opportunities to share it. We've found that you could raise an average of 6% more for every update you make!
- 6** Chosen a page theme? Give your page a background that really reflects your fundraising.
- 7** Joined a fundraising team? There really is strength in numbers - pages that are part of a team raise an average of 10% more.
- 8** Joined your company's fundraising? If your company has a JustGiving profile, add your page to it. It's yet another place for people to find out about your fundraising.
- 9** Added any money you've raised offline? Add any cash or cheque donations you've collected so everyone can see the total amount you've raised.



PRESENTS

# 6 Steps to Being a Successful Fundraiser

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## DO THESE 3 THINGS AFTER STARTING A FUNDRAISING PAGE

**MAKE A DONATION TO YOUR OWN PAGE.** Other people are more likely to donate to your page when they see that someone has already contributed. Donating some of your own money also demonstrates to potential supporters that you are serious about helping the cause.

**PERSONALIZE YOUR FUNDRAISING PAGE.** Add your own text, pictures, or video. Remember, your potential donors will be interested in the cause, but they are primarily interested in you. Make sure you tell them why you are getting involved and what your connection to the cause is (it doesn't have to be long).

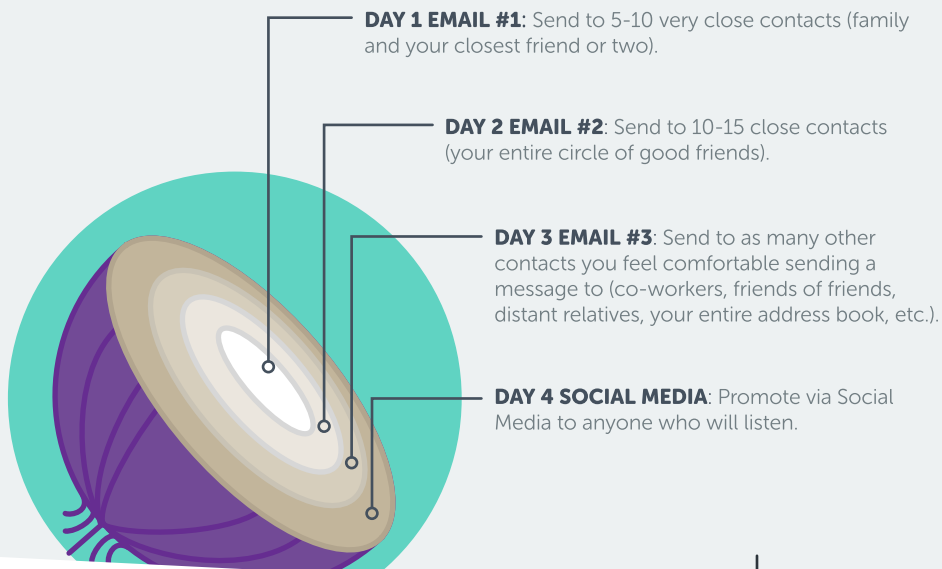
**INDIVIDUALLY EMAIL 5-10 CLOSEST PEOPLE.** Ask them for donations first. Getting your "inner circle" to donate to your page will help you build up some momentum. It's also good to start with the people you are most comfortable with (see next section!).



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## USE THE ONION METHOD

Think about your fundraising strategy like peeling an onion from the inside out. The best fundraisers start by asking their closest contacts first (the core) and progressively working outward to more distant contacts (the outer skin).



### WHY ONIONS?

- Your closest contacts are the ones most likely to donate, and you're more likely to build up a good foundation of donations.
- Studies show the closer to your goal you are, the more likely people are to donate.
- So when your outer circles see your page with some progress, they'll likely want to be part of the "movement" too!

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## THINK ABOUT YOUR EMAIL AUDIENCE

There is no perfect formula for writing an email asking family and friends for donations, but here are some best practices to guide you:

### WRITING A GENERAL EMAIL

- Start by explaining your connection to the cause and why it's important to you. Describing how the cause has touched your life is probably the most important element of your message.
- In a sentence or two explain the good work the organization is doing to advance the cause. This helps potential supporters understand where their money would be going and what it would be used to accomplish.
- Be clear to potential supporters about what you are looking for; make a direct ask for financial support.
- Include a link to your fundraising page.
- Thank your contacts for their time and support.

### WRITING TO YOUR CLOSEST CONTACTS

- You know your closest contacts better than anyone does. Don't feel like you have to stick to a predefined formula.
- If a one line message is going to work, go ahead and do that. If a longer personal message will work best, do that.
- Just make sure you include a direct request for support and a link to your fundraising page at the end of your message.

**ALWAYS REMEMBER:** When you're writing to your contacts, just be yourself. If something feels forced or inauthentic, scrap it.



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## MAKE THE MOST OF SOCIAL MEDIA

Start fundraising through Facebook and Twitter after you've sent out your initial batch of emails.

**GET YOUR TAG ON.** Start on Facebook by tagging those that have already donated and thanking them for their donations. When you tag someone your post gets shared in your activity feed and the other person's activity feed too. This also sets the frame that people are already donating to your page (remember success breeds success!).

**SET INTERNAL GOALS.** \$200 by one week, \$400 by two weeks, etc. Use your social media accounts to update followers on your progress towards each goal and ask for people to help you get over the next hurdle.

**DON'T MAKE EVERY POST AN "ASK".** Share inspiring news stories or other positive anecdotes about the cause too!

**CONSIDER GIFTS.** Offer your own gifts to friends and family who helped you reach your goal. Or provide a raffle or prizes for certain giving levels. It doesn't have to be anything extravagant, just a token of your appreciation.

**EMBEDDED SHARE.** If you're using our fundraising page, share buttons are right on your page!



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## FOLLOW UP

By setting internal goals you accomplish two things. First, you create more urgency when you ask friends and family for support. And second, you give yourself a built-in reason to follow up.

### USE GOALS AS A FOLLOW UP TOOL

- Reach back out to non-responders when you're approaching one of your internal goals. If you set a few internal goals, you can plan on sending a couple follow up emails. Remember people can easily miss or skip over your initial outreach!
- And of course, include progress updates in your follow up messages.

### GIVE 'EM GOOD CONTENT

- Consider including any inspiring stories or personal anecdotes you have about the cause.
- Or share related current events or blog articles

**CONTINUE TO USE SOCIAL MEDIA.** Social media is a softer medium for communicating with your contacts and it's more acceptable to frequently post updates in those channels.



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## CONSIDER STARTING A TEAM FUNDRAISER

Fundraising teams range in formality. If you're running a race or doing a walk together, there will probably be a bit more involved than if you are just fundraising online as a group. Either way, here are some starting tips for creating a successful team:

**RECRUIT.** After you create your team fundraising page, you need to recruit your team members. You can start by emailing or calling the people you think might be interested in joining you. Follow that up by making a few requests through Facebook and Twitter.

**START WITH A THANK YOU.** As people join your team, send them a quick email to thank them for joining and helping the cause.

**COME UP WITH A GOAL.** When you've got most of your team members signed up come up with a reasonable team fundraising goal. You can do this on your own or after getting feedback from team members (either way, just use your best judgment of what is achievable).

**KEEP COMMUNICATING.** Send an email out to the group thanking them again and communicating the team goal. Then send periodic updates about the team's progress (this prevents slacking and keeps everyone committed) and encourage people to share ideas about what's working best.

**BE YOUR TEAM'S #1 FAN.** Be supportive and send along words of encouragement to team members as you work together towards the goal.



## WHAT IT TAKES TO BE A SUCCESSFUL FUNDRAISER

Fundraising can seem daunting at first, but we want you to know we always have your back. And remember, there's always a reason you began this journey, so keep the mission alive!



**BELIEVE  
IN THE CAUSE**



**COMMIT TO  
FOLLOW THROUGH**



**GET CREATIVE  
AND HAVE FUN**

## 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 EMAIL



We've 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 matters to you, that's what they care about most!

## 3. START WITH YOUR CLOSE 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 you customized to reach all of your other contacts.

## 4. NOW MOVE TO SOCIAL MEDIA



Once you've sent your first batch of emails out, it's time to turn to social media.

One of the best 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 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 hit different milestones (50% raised, 75% raised, 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! **THANK YOU!**