

TIPS FOR FUNDRAISING SUCCESS



Set a goal.

Keep motivated as you track your fundraising efforts. If you reach your goal, you can always increase it and try to surpass a new target.



Share your story.

Why are you fundraising for this cause? Participants who add photos and personal stories to their fundraising page raise **THREE TIMES AS MUCH** as those who do not.



Lead the way.

Kick off your fundraising effort with a self-donation. Fundraisers who make a personal donation toward their own goal raise **TWICE AS MUCH** as those who do not.



Email, email, email.

On average, **ONE IN FIVE** fundraising emails will result in a donation. The more emails you send, the better your odds of receiving a donation. And don't be afraid to send follow-up reminders.



Get social.

Share your story on social media, amplify your message, and maximize your fundraising.



Take it offline.

Those who raise funds both online and offline raise **THREE TIMES MORE** than those who fundraise just one way. Make some calls, send some letters, speak at a community event, have a bake sale, or host an event.