



# 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 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 Facebook, Instagram 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. RE-ENGAGE 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. Be sure to use catchy and fun subject lines with your emails that are relevant to your audience such as, "Today, my Ice Bucket Challenge is..."

## 6. CONTINUE THANKING AND UPDATING SOCIAL



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. Also, try chronicling your training via video across all social media channels for extra inspiration.