

# FUNDRAISING TIPS

Make sure you hit the ground running by taking some time to review the following fundraising tips and best practices that have been shown to make a difference. The more of them you try, the higher your chances of succeeding.

## *Set a challenging but attainable goal*

Your fundraising goal should be a stretch, but doable; high enough to encourage sales and motivate your team, but low enough so it's not unattainable. Remember the acronym SMART – Make it **S**pecific, **M**easurable, **A**ttainable, **R**ealistic and **T**imely. Share your goal with your team, and make sure they know how that relates to their sales. If you know you need to raise 'x' amount of dollars, determine how much each participant would have to sell to reach that goal and be sure to let everyone know how much they need to sell to do their part.

## *Publicize early and often*

Promotion before and during the sale is the key to a successful fundraiser. Alert parents ahead of time about the fundraiser by sending out an email telling parents when the sale is starting and that they should look for an email coming with more information. Make sure to emphasize the reason behind the fundraiser. If you don't, parents won't feel compelled to take part. Throughout the campaign make sure you are sending reminder emails, with progress updates and order deadlines.

- Print the posters and put them up around your school, arena or community center.
- Encourage parents to hang posters in their office lunch room or next to the coffee pot.
- Use the email templates to send reminders and updates to all participants.
- Use automated calling to send recorded messages to students' homes.
- Track school-wide participation with a poster-size thermometer.
- Get the students involved by creating their own posters to show how the funds will be used.
- Use social media to reach a wider audience

## *Tell your story*

What is your fundraiser for and why are you having one? Do not assume your audience knows about your project. All of your emails and sales communications should talk about what you are raising money for and how supporters can help you reach your goal. When sending out personal appeals to your friends and family try including a personal message about why you're supporting the cause and what the fundraising efforts mean to you. Make it personal.

People will support you because YOU are asking them to. Simple as that.



## Get face to face

Getting the students or team members directly involved in selling is the most effective way of gathering sales. When you're fundraising make it a point to **ask** the friends and family you see on a regular basis to support you by purchasing. Dinner parties, soccer games, church, family reunions, or even a visit to your office after school. They are all great opportunities to make in person asks. People can only participate if you give them the opportunity, so ask, ask, ask!

Remember, it's difficult for people to say "no" if you speak with them in person.

Send home our printable "fundraising cards" that have your personalized fundraising page URL on them. Encourage participants use them when asking people in person. Hand them a card and ask them to purchase online when they get home.

## Follow Up

It's very common for people to put things off. We all live busy lives and have a lot of other responsibilities on our plates. A little reminder nudge never hurt anyone. If someone has indicated that they want to support your fundraiser, but hasn't, don't hesitate to follow-up with a phone call or reminder email; especially as the time runs down. People respond to deadlines!

## Do one final push

Encourage all your participants to do a final call the day before your campaign ends. Once your friends and family see how close you are to reaching your fundraising goal, they'll want to help you get past that finish line even if it means making a second purchase.

## Celebrate & say thanks

A successful fundraiser is a wonderful accomplishment and major cause for celebration. Send a thank you note or message to everyone that participated to show your gratitude. Update everyone who was involved and all the people you shared the fundraiser with, summarizing what was accomplished and the impact it will have. After all, they may love to join you again next time!

## Happy fundraising

We hope these tips have sparked some new ideas and help improve your fundraising results. Confidence comes with practice, so don't be afraid to experiment and get creative. Above all, have fun!

