

## Fundraising Tips

- **Share the URL** for your personal fundraising page with potential supporters.
- **Start early!** Your first outreach should be upon acceptance to the team and we recommend that you make the first gift to your page. By doing this you show your prospective donors how you are committed to the cause.
- **Ask for support** using multiple channels—snail mail, e-mail, text messages, phone calls, and social media. Texts and direct messages are more personalized, and people are more likely to respond.
- **Ask again and get creative about how you're asking.** Remember that you are asking for money for a critical cause, so don't feel bad about sending a second or third message to the same folks! Just change up your messaging, emphasize your story, and highlight the fund that you're running for.
- **It's not about you!** It's about the important, life-saving program you are supporting. Keep this in mind when you're hesitant to ask again.
- **Take advantage of all your resources.** Your friends and family members can act as your champions and fundraise within their own networks on your behalf. At a minimum, ask friends and family to repost your fundraising page to their social feeds. You never know who is going to connect with your story and feel inspired to donate.
- **Double the donation!** Always ask if the folks that are donating to you have company matching programs! This is an easy way to quickly double the gift that people donate to your campaign.
- **Make it easy for people to donate.** If you want to distribute your link on the go, create a little notecard or flyer with a QR code on it that links to your GivenGain page. That way people can just scan and donate! You can create QR codes here: <https://www.qr-code-generator.com/.../how-to-create-a-qr.../>
- **Personalized thank you messages go a long way!** Be sure to acknowledge the people that give to your campaign. If they feel like they made a difference, they might be inclined to give again. When thanking donors in a social media post, tag them if you can—this might inspire mutual friends who see the post to donate.
- **Update your donors and follow-up with prospects:** Let your donors and prospects know how you are progressing both in your fundraising and your training. As people see the success you're having as a fundraiser or how close you are to a goal, those on the fence may choose to finally give and those who gave already may choose to make another donation.
- **Ask, Thank, Update, Repeat!** Follow this general cycle when asking for donations. Thanking your donors and keeping them updated after they give to your campaign might prompt them to donate again later on.

## Fundraising Ideas

- Big events, holidays, and birthdays are a great time to get creative with fundraising! See the links below for examples:
  - [March Madness fundraiser](#)
  - [Football squares fundraiser](#)
  - [National Day calendar](#)
    - Example: On National Cookie Day, tell donors that you'll send them 10 homemade cookies for every donation over \$20!

- Go to local businesses and see if they want to support your fundraising! This can look like 10% of proceeds for a certain amount of time, a little cash jar with a flyer sharing your story, etc. Many businesses want to give back, so it never hurts to ask!
- Free “x” with a donation! This can be anything— a poem, homemade cookies, a piece of art, etc.
- Host a BBQ and ask for a donation as an “admission” fee
- Have a yard sale and donate your proceeds to your campaign! Keep a stack of cards near your cash box that have your personal fundraising website on it along with more information about the fund you’re supporting.
- Post a selfie or picture update on social media every time you do a long run. This helps remind people of your cause and what you’re working toward! A great opportunity to bring people along for the journey, create new content, and get your GivenGain link out there again and again.
- Add your fundraising link to your email signature and your social media bios.
- Ask for product donations from businesses and brands, then sell raffle tickets so your donors can win these prizes!

### Getting creative with social posts

- Update your community on your training! This is a great way to keep sending out your link.
- Take a selfie or video to post for every long run.
- Invite people to “sponsor a mile.”
- Make sure you’re posting weekly countdown posts leading up to Marathon Monday.
- Get personal— post a video or share pictures that relate to your story.
- Ask donors to share why they donated to you and then repost their post.