



PERSONAL FUNDRAISING TIPS

Starting Out

Tell your story. Try answering these questions when you are talking to potential donors.

- Why are you fundraising?
- Why is this cause important to you?
- What impact will each donation make?

Set a fundraising goal. Donors want to see their friend succeed. In fact, some will donate again if they know their friend is close to their goal.

- Set a fundraising target
- Give updates on the status of your fundraising goal to all of your donors

Who to Contact

Make a List. Make a list of potential donors including your family, friends, neighbors, coworkers. You may be surprised how many people can relate and be willing to support your efforts.

Ask a business you frequent to support your efforts (nail salon, hair dresser, restaurant, etc.) You never know who may be touched by the cause you are fundraising for. Be sure to ask all businesses you frequent to sponsor you. If they are supportive, see if they would be willing to post information about our group and cause. Many businesses have a community bulletin board or other such area.

Share your fundraising efforts on your social network pages (such as Facebook, Myspace, etc) Social network pages are a great way to let people know what you are doing and to ask for donations. Be sure to send out frequent notices every couple of days leading up to the event letting folks know how your fundraising – and preparations for the event – are going.

Ask a club, team or group you belong to for a donation. If you belong to a club, team or group, ask them to donate to you.

One a Day. Ask a different person each day to make a contribution. If you get four \$25 gifts, you will have raised \$100 in less than a week. Don't be afraid to ask for larger gifts. Cancer affects us all, and you will see that people are happy to donate.

Other Tips

Collect donations at the time you ask for them. If someone agrees to make a donation, it is always best to collect it at the time they agree. This will save you time in not having to ask for the donation again. Some people feel uncomfortable asking again for the donation.

Thank your donors. Tell donors what it means to you or how their donation is helping your nonprofit.

Keep sharing. Send updates on your fundraising, life, or training. Sharing your stories about challenges and achieving milestones makes donors feel a part of your efforts.

Matching Gifts. Many employers offer matching donations programs. Check into your company and ask donors to do the same.