SATURDAY, MAY 15, 2021

DO GOOD.

THE GREAT WALK FOR RESTORE

WALKFORRESTORE.COM

So You've Signed Up to Fundraise, Now What?

You've signed up as a participant in a peer-to-peer fundraising event, taking the very first step to support a cause you love. Now it's time to spread the word and ask for support, but where should you begin?

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. Let's go!

First, get your fundraising page in tip-top shape!

Before you start asking for donations and inviting people to join your team, evaluate your fundraising page and ensure it hits the mark for both visual and emotional appeal.

Set a SMART fundraising goal, if you haven't yet.

Make it specific, measurable, attainable, realistic and timely. Your goal should be high enough to encourage donations, but low enough so it's not unattainable. Establishing a goal will allow people to track your progress, and allow donors to see how much their donation helped you toward reaching your goal.

A strong page name goes a long way.

Grab attention from the second someone lands on your fundraising page. Try choosing a page name for your fundraiser that includes call to action words, such as "Please Help", "Join the Fight" or "We Can Stop". Convey the need the campaign will support, such as "Join the Fight to End Hunger".

Use photos and videos.

Photos and videos are great for connecting with people. Sharing photos and videos related to your fundraiser gives people a way of visually connecting with the cause and will help increase the amount of donations you receive.

Share your fundraising story.

Sharing your personal connection to the fundraiser helps others connect with the cause, and provides motivation for them to donate. To craft a hard-hitting page description, ask yourself why you're participating, why this cause is important to you, and what the impact of the cause is on the environment, community, etc.

Make the first donation.

Start your fundraiser by donating yourself! This sets the tone and creates momentum for future donations.

READY? IT'S TIME TO START FUNDRAISING!

It all starts with the ask.

Very likely, the people close to you will be eager to help if they know how important the cause is to you. Send a personal email, text message, social message, etc. to your friends and family. Mention your participation and personal goals at your next family gathering or in the break room at lunchtime. If they seem interested, follow-up with an email that includes the direct link to your fundraising page.

Hold mini-challenges for milestones.

Offer fun challenges that you will complete at certain milestones, such as posting a funny throwback photo of yourself at $500 donated, or dying your hair a fun colour at $1,500 donated! Make it fun – be yourself!

Include a link in your email signature.

If you use email often, include a link to your page in your email signature to effortlessly spread the word.

Share on social media, and tag with **#walkforrestore.**

Sharing posts on social media is a fantastic way to bring awareness to your fundraiser. Connect with your network sharing fundraising updates, reposting event campaign posts, and sharing stories related to the cause – and of course, upload lots of photos and videos before, during and after the event! Be sure to use the hashtag **#walkforrestore** in your captions, to connect your posts to the bigger event!

Don't forget about email.

Email is a great way to send personalized messages to those who have personal connections to your fundraiser, or those that you think would be interested but don't use social media.

Ask for donations as a gift in lieu of.

If you have a birthday or big event coming up and you're willing to forego gifts for a good cause, let your loved ones know it.

Share the impact of a donation.

Will $10 buy dinner for a family? Will $20 buy someone a coat for the winter? Share this in all of your communications because people tend to give more when they know exactly how their donation will make a difference.

Create a video.

Create a short video to share on social media that tells people about the cause you're supporting and why it's important to you. Videos often result in higher online engagement.

Do one final push.

A final call for donations on the day before and the final day of the fundraising event can really help move the needle. 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 donation.

Celebrate and say thanks!

A successful fundraiser is a wonderful personal accomplishment and major cause for celebration. Send a thank you note or message to each person that donated and participated to show your gratitude. Update everyone with a summary of what was accomplished and the impact it will have. Who knows! Some may love to join you next time.