Fundraising Tips

Type 'fundraising tips' into Google and you'll find literally millions of links worth of money-raising ideas. We've saved you the bother of reading them all by providing you with this definitive list of fundraising tips that work – follow these and you'll be fine. Really, you'll raise plenty!

Understand Your Donor.

(They're just like you)

The truth is, events like TGP are common. Thousands of people participate every week in some form of ride, walk, or run. Last year in North America, over 2 billion was raised from the top 30 walk/run/ride events.

All this to say, millions of us give (and will give) to these types of events this year, so when we get asked, we aren't surprised or annoyed – especially when we know the person asking. Understand that most of the people you ask have given to other friends' campaigns before, and will likely give to you too. **So relax!**

Make It Personal.

(Or, ignore what I just said)

While your friends and family may 'get' the whole event-based donation thing, they expect you to ask them personally, whether by email, letter, or face-to-face. If you send out a 'Dear Nobody Specific' letter just because you're too lazy to write their name, don't be surprised when they don't give you a dime. Would you?

If your email or letter isn't personal, it isn't worth reading. Now, don't go overboard with a long fork-in-the-eye letter either - get right to the asking pretty early on. Make it easy for them to know where, how far, why, and when you are walking. And make sure you include the link to your fundraising page so they can give right in that moment.

Set a Goal.

(But don't be stupid)

Everyone needs a goal. It's okay to stretch for it, but be reasonable. If you hang around lots of people with money, you should expect to raise larger denominations - **the average donor to events like The Grand Parade gives $50.** Can you get 5-6 donors like that? Sure you can. So why not set a $500 goal? If you hit it the first week, you can edit your goal and raise even more. Be sure to include that goal in your letter to your donors – it gives them some context on how much you are trying to raise.

Give to Yourself First.

(If you won't, why should your donor?)

This is basic: If you don't have the conviction to donate yourself, why are you asking someone else to? **Give for the right reasons, but don't give anonymously** – it helps when the people you ask see that you've dropped some coin too. If you're not sure how much to give, a good start would be that average donation of $50 to set a good example. Live and give generously - it will do your heart good and encourage your donors.

Be Bold.

(But never pushy)

People don't mind being asked, but don't be pushy. Stalking and 4 am calls: bad. If you've connected personally and made it easy for them to give and follow up, you've done your best - now give it a rest. People don't usually forget - they get busy or bothered or burdened or distracted... just like you. **So ask, remind them once, and then send everyone one more email 48 hours before event day** and leave it at that.

Begin Now.

(Starting is half the battle)

Don't wait to be in the mood to ask people for money - guess what, that mood likely isn't going to hit you anytime soon. So begin now! Draft your letter (we've provided a few templates), identify your 30-40 prospects you want to hit up, send a test email to yourself to be sure everything works good, and go. Send three personal emails before you go home. The next day, ask a co-worker to lunch and hit them up for $50. Then fire off a nice letter to your mom or dad – that will boost your morale. **Make it a daily campaign** and you'll be good - don't wait until the last minute!

Share Your Story.

(Because people give to people)

People know the world is broken; they see the sad headlines every day. So don't flood them with endless data - numbers don't really grab most people by the heart. The best thing you can do is to **share your story about why this issue matters to you.** Be authentic and transparent – they'll find it refreshing and attractive. Share your story and let them respond to *you*, because in the end, people give to people.

Say Thank You.

(And follow up)

Mom was right: good manners go a long way in life. This is especially true when it comes to your donors! So make sure you do it – **say thank you** and follow up with a short, fun report on how The Grand Parade went for you and how your campaign ended up. This closes the loop appropriately in your donor's eyes and sets you up nicely to connect with them next year.