



Fundraising Tips

1. Set up your fundraiser

- **Set a goal.** Pick a number you feel is achievable for your personal fundraising goal. You can always edit this on your page once you get a feel for the campaign. Donors like to see your progress and are more motivated to give if the goal is close.
- **Personalize your campaign.** Upload a good photo, preferably one showing your support for the Red Cross. Tell your story on why this effort is important to you. Upload a short video, perhaps of you carrying out the work of the Red Cross.
- **Self-Donations.** Consider donating to your page to get things started. Your donation will show you believe in your own efforts!

2. Activating Your Network

- **Draft Potential Donor List.** Think of people you can count on for their support – friends, family, neighbors, and co-workers.
- **Email.** Email your potential donor list in small batches, such as 10, instead of larger batches. Making everyone feel slightly less anonymous will lead to more engagement.
- **Social Media.** Use Facebook, Twitter, Snapchat, and Instagram to share and update your supporters about your fundraising campaign.
- **Start Small and Build.** Recruit a few close supporters to donate before you let your network know about your efforts. Having a few donations to start off can make people feel like they are part of an already successful campaign.
- **Use Numbers.** Find a creative way to ask for support using numbers. Ask people to donate \$12 on the 12th of the month or to donate the total of their birthday (month plus day)
- **Ask, Ask, Ask.** People want to support you, but everyone is busy and forgets. Follow up with your supporters, send updates to help remind them of your efforts and personalize your requests.

3. Keeping up the Momentum

- **Update Often.** Send out updates on your progress. Let your donors know when you have reach certain milestones or if there has been an exciting update from the Red Cross.
- **Use Deadlines.** Work towards specific dates and milestones to create some urgency and rally support. Donors can be more inclined to give if they know there's an approaching deadline.
- **Thank Them.** Be sure to personally thank your supporters by email, phone, eCards, or in person. They want to know you appreciate them! Be sure to include an update on the campaign's progress.

4. Helping One Family – Raising \$600 can provide financial assistance for a family impacted by a local disaster, like a home fire. This assistance helps a family purchase items immediately after a disaster, such as food, lodging, clothing, and other critical needs. Here is a plan of how you can raise \$600 through your network.

- Make a self-donation of \$20
- Ask your partner to donate \$25
- Reach out to 3 close family members for \$40 each
- Ask your closest friend for \$50 or two friends for \$25
- Ask 5 co-workers for \$10 each
- Post a message on social media with a link to your page for \$150
- Send personal emails to your co-workers and extended professional network \$100
- Reach out to your extended family for support of \$85