

Best Practices and Tips for Fundraising Success

The most successful fundraisers use a variety of techniques to reach their goals. Check out our best practices and fundraising tips to ensure your campaign is most effective!

Begin Today

The earlier you begin your fundraising, the more successful you will be in reaching your goal.

Set a Fundraising Goal

Create a goal that you think is achievable or a stretch goal. Reminder, you can always change your goal if needed.

Personalize Your Fundraising Page

Fundraisers who customize their fundraising pages raise more than fundraisers who do not. Share your story of why you are raising funds for Corewell Health Foundation West Michigan and pull on your donor's heartstrings. Upload a photo or video to add a visual component to your page.

Kick Off Fundraising by Making a Personal Gift

Show your supporters how excited you are to begin fundraising by making a self-gift. Then, ask friends and family to donate or share your fundraising efforts.

Know Your Networks

Make a list of contacts that you can reach out to – friends, family, coworkers, community members. Use this as your donor list.

Be Ready to Educate

People might have questions. Visit the About Us section of our website for information about Corewell Health Foundation West Michigan, including Helen DeVos Children's Hospital. If you don't find what you are looking for, reach out to our team at shelby.anderson@corewellhealth.org.

Share on Social

DonorDrive makes it easy to post directly to Facebook, Twitter, LinkedIn and event text messages, right from your fundraiser portal. These tools increase visibility and help bring potential donors back to your fundraising page. A few tips, include photos and videos for more attention, ask your followers to share your fundraiser on their social pages and add your fundraising link to your Instagram and Twitter bios. Sample content can be found in your portal, but feel free to customize this text to include your personal story.

Create a Facebook Fundraiser

Facebook Fundraisers on DonorDrive allows you to create a Facebook Fundraiser directly from your fundraising portal after registration. Every donation you receive on DonorDrive will sync to your Facebook fundraiser, and every donation you receive on Facebook will sync back to your DonorDrive page. On average, Facebook Fundraiser campaigns raise \$150 or more.

Go Live

Easily add a stream to your personal fundraising page after registration. Choose your streaming service (YouTube or Twitch), add your username, and add a stream to your page. When donors visit your page, they can see your stream and make a gift without leaving your page or stream.

Get Active for Gifts

Active Impact™ connects fundraising and activity in one place. You can track activities in your DonorDrive fundraising portal and show off your activity accomplishments on your page.

Double Your Donations

Check with your company to see if they match employee gifts.

Make the Ask

It can be hard asking for support, but you will be surprised by how many people are willing to help. Remember that when you are asking someone to support your fundraiser, you are giving them an opportunity to do something good for the Grand Rapids and our surrounding areas of service.

Be Thankful

This is important. Be sure to thank the people who contribute to your fundraiser. Comment on social media, send a hand-written card, or craft a heartfelt email. Tell your supporters what their gift has helped you accomplish, include progress photos if you have them, for a personal touch.

Support

Our team is here to help every step of the way. Please [contact Shelby](#) for additional information or any questions that you may have.

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