

7-TWO MINUTE DRILL

Equipping Notes

Fundraising Resources

SYNOPSIS

When you are 3-weeks out from your event, it's time to turn on the 2-minute drill. It's no longer time for long emails and drawn-out stories and messaging. It's time for quick asks that look go deep and make big impact towards your goals.

KEY POINTS

Our best fundraisers can double (or even greater) their fundraising up until this point by seeing huge funds come in the last 3 weeks, but they do it strategically.

- **Use your list.** You still need to run through your list of donors, just like before. Don't go into frenetic social media blast only. Be intentional in asking people individually, but use tricks to make it require less time.
- **Create a sense of urgency.** Donors must know that time is running out for them to be a part. If they have procrastinated, then it's time to get on it and donate.
- **Why this year is special.** This is the year you break all kinds of records and make more impact than ever before. They need to know it to donate big.
- **Messaging must be short. Only one line on where the funds go.** No more long explanations. No more long emails. 4-5 sentences tops. Short texts. Donors have been keeping up with your story. It's time to donate. Emails use web page app or Mail Merge for Outlook.
- **Make the big asks.** Don't be shy about how far you are from your goal and the point that you will need some pretty big donations to come in to hit your goal.
- **How to text.** Use normal language. Copy and paste the core message or use a texting app to go for big scale.
- **Social Media.** It's okay, at this point, to use a Facebook Fundraiser, but make sure you have already asked your larger donors personally before going this route. Facebook and Instagram posts should create buzz around a sense of urgency and that the event is coming soon and you are getting close to your goals. Be creative but stick to the point.
- **Previous Donors.** If they already donated, remind them about corporate matches and invite them to forward your email to 5 other people.

RESOURCES

Here's a few links you can use to go deeper and develop your plan.

Resource: [Team World Vision 2-Minute Drill \(10-Minute Explanation\)](#)

Resource: [TWV 2-Minute Drill Workshop \(1-Hour Detailed Training with Shared Ideas from Teammates\)](#)