



## V Foundation Fundraising Tips

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1. Get started on your fundraising campaign now. The more time you give your donors, the more money you will raise.
2. People want to help others. Remember that you are not asking your social circle to give YOU money. You are providing friends and family with an opportunity to make an impact on those living with cancer.
3. Make your ask personal. Let your donors know why you chose to fundraise for the V Foundation for Cancer Research. Whether you joined because you have a personal connection to the mission or you joined for another personal reason, take a sentence or two to explain why this journey is important and personal.
4. Ask your donors if cancer has touched their lives and offer to dedicate a portion of this challenge in honor or memory of their loved ones (or them). This helps make your experience personal to them as well.
5. Create benchmarks for your fundraising process and communicate them to your friends and family via email and on social media. These can be calendar-related (“By July 4, my goal is to have raised \$1776 – please help me hit this goal!”).
6. Highlight the great work the V Foundation does. Include links to videos and facts about the V Foundation in your fundraising letter and social media posts.
7. Don’t forget about matching gifts! Many companies will match charitable donations made by their employees as long as the employee fills out the proper paperwork. Ask your donor to check with their employer... matches can double, or even triple, a donation! Click here to learn about matching gifts at the V Foundation.
8. Don’t be afraid to remind potential donors who have not yet made a gift.
9. Keep your social media followers updated on your fundraising progress. Include a direct link to your fundraising page in posts. And do not forget to update you donors and friends AFTER your fundraiser as well; they will want to share in your celebration!
10. Thank your donors. Check your fundraising progress regularly and write thank you notes as the gifts come in.