



## FUNDRAISING TIPS

Here are a few decent tips to help you in your fundraising process...

**CREATE YOUR FUNDRAISING PAGE.** Make sure your fundraising page is compelling and your supporters feel like they can't leave without donating. Get personal with your story, explain why you're fundraising, what will their money do for your cause, etc. Add lots of pics and videos. The more well-rounded your page, the better your page will perform.

**MAKE THE FIRST DONATION.** After your fundraising page is all set up, make the first donation. Make sure it's an amount that you think your supporters will respond to. It sets the tone for your fundraiser and people like seeing that you're supporting your cause as well.

**SET A FUNDRAISING GOAL.** Supporters like to help you work towards something and, it gives you something to message about during the course of your campaign. Sending out an email when you're at 50% of your goal is super motivating and allows everyone to see how their donations are impacting your cause.

**CONTINUE TO REACH OUT.** Email and use social networks like Facebook, Instagram etc. to ask supporters to give again and again. Keep them posted on your goals, where their money is going, how it's helping and what it means to you personally. Be relentless. It's for a good cause.

**GET CREATIVE.** You don't have to just ask people for a donation. You can do something fun too. Have a cook-off, a roller skating marathon or organize a sports game. Stand out by setting a theme to your event. People are more likely to remember a baseball game if the teams are dressed in cycling jerseys and helmets rather than regular uniforms.

**REWARDS.** Give your donors an unconventional reward for their donation. Take a photo on the ride holding a sign with the top donors photo or commit to riding in an outfit of their choice.

**TAKE ADVANTAGE OF SIGNIFICANT DATES.** Have a birthday coming up or a special anniversary? Ask for donations to your ride rather than a gift. Or ask people to donate \$4 on the 4<sup>th</sup> of July to celebrate America!

**GET ORGANIZED!** Make a list of all the different social groups you're a part of, both online and off: church groups, coworkers, classmates, and ask them for their support. Sometimes support can come from unexpected places.

**THANK YOUR DONORS.** Let your supporters know how much you appreciate their donation to both you and THE National Ability Center.

**HAVE FUN!**