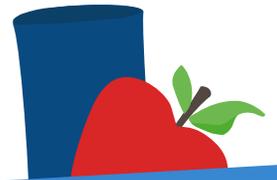




Helpful Hints for a Successful

Online Fundraiser

Easy as 1-2-3



STAGE

1

Make it Personal. Dress up your campaign page by adding a photo of *you*, a clever title, and most importantly, a compelling story. Believe it or not, people will give—not necessarily because of the cause—but because of *you*! Use this space to let others know why this matters to *you*. Are you seeing the theme here? *YOU* are the key to this campaign's success.

Make the First Donation. Nobody likes to take the first risk, so consider making a contribution to your own page. Not only will it get the ball rolling, but it will demonstrate to your friends and family that you're committed to the cause.

Email your Besties. Start small by asking your closest friends and family to participate. Give them a call, drop by for a visit, or shoot them an e-mail. They're your biggest fans and will want you to succeed. They'll also be the ones that will give you the most honest feedback and help you tweak your story for success.



STAGE

2

Go Public on Social Media. Now that you've got a little bit of momentum, it's time to turn to social media. Share your fundraising campaign page in your Facebook, Instagram, Snapchat, and any online outlet you use. Use these platforms to explain to your wider network why this cause is important to you. Try tagging people who have already contributed so that they can help give your fundraising campaign some street cred. A little social pressure is a good thing!

Re-engage with Email. Don't be afraid to send a few follow-up e-mails to those who have already given, expressed interest, or "liked" your posts. Messages are often forgotten, and people sometimes need a few reminders before they follow through on their intentions. Different milestones (50%, 75% raised, etc.) give you a good opportunity to check-in and keep people up-to-date.

STAGE

3

Close the Loop. Once you reach your goal (fingers crossed!) or your campaign comes to an end, make sure to thank everyone who participated. Give an update on social media and let them know the difference that their gift has made. We will follow up with them as well, but a little thank you note from you—the mastermind of this fundraiser—is always appreciated.



Now you're a fundraising professional, go get 'em.

