

Fundraising Tips

Know your goal! How much are you trying to fundraise for Exercise Your Rights?

Personalize your online fundraising page: On your fundraising page, you can tell your story, post photographs, show your progress toward your financial goal, and encourage people to share your page with their friends.

Spend some time writing up a list of people who you can ask to support you: If you have limited time, prioritize your “inner circle” and focus on those who you know you can contact easily and will get an rapid response.

- Family (mom, dad, step parents, siblings, in-laws, kids, cousins, aunts, grandparents)
- Friends, near and far
- Co-workers — Note: check the rules around soliciting at the place of employment. Colleagues past and present, or maybe your business or company has a matching donation program? At your office you could have a donation cup and explanation of your fundraising. This will give your co-workers an opportunity to see how much you have raised and they may be inclined to support you more!
- Classmates (past/present)
- Members of your groups (church, social, civic, etc.)
- Anyone else who’s a Facebook friend and doesn’t fit into these categories

Personalize your asks

- Send personal communications to each person (if you have time) and use their preferred communication method (email, phone call, letter or Facebook).
- Be sure to thank those who support you with an immediate ‘thank you’ and continue to keep them updated as you train.
- Handwritten “thank yous” are even more personal and meaningful, especially when you are contacting those who are not high-tech.

Don’t give up! Often you will need to contact people multiple times. Unless they say no, keep trying. You may want to start a spreadsheet to track of you who asked and when, as well as who promised to give, but has not donated yet.

Amp it up! Here are other ideas to encourage greater giving and support from your inner and outer circles.

- Make an already planned party a fundraising party: Perhaps you are hosting a birthday party, BBQ, concert, or other event within the next few weeks. This year, you can ask guests to make a donation to support you for Exercise Your Rights.
- Clean out your Garage/Attic: Finally put together that yard sale you’ve been thinking about for years. Or you may have more valuable items in hiding? Dig them out to sell on craigslist or ebay for a good cause!
- Seek Sponsorship from your church or favorite restaurant:
 - If you’re a member of a church or civic organization that has a budget, ask your organization to support you. If they do not have the funding at that time, see if they will profile you in their newsletter or e-news.
 - Ask businesses you regularly frequent, the ones where you have a relationship with the owner or other staff, if they will support you. It could be something as simple as putting out a donation jar for a week on your behalf or having a bakery make a special cookie for your cause.
- Ramp up your social media skills: Your initial contacts may give right away, but most people need reminders regularly and often. Having a frequent social media strategy helps build momentum. And if you’ve kept people informed along the way, you’ll be surprised by how many people give in the last few days!