



10 Tips for Successful Fundraising

1. Have FUN!

What are the first 3 letters of fundraising? F-U-N! The more fun you have asking people for support, the more successful you will be.

2. Register Online and set up your Team Page

The best way to register for the run is online. By registering online, you can sign up for a team page where friends, family and coworkers can donate to you directly online or join your Team.

3. Customize your Team Page photo & story

After registering online, take a few minutes to customize your team page with a photo and story. Participants who update these pages with their own photos and messages raise more than those who leave the provided images and messages.

4. Set team & personal goals

How much money do you hope to raise? How much will your team raise? How many walkers would you like to have as part of the team? Setting goals gives you and your supporters something to strive for.

5. Launch an email campaign

One of the easiest and most effective ways to raise money is to launch an email campaign. Simply draft a "Dear family and friends" email explaining why you are participating in The Gift of Life and Breath asking them to join your team, encouraging them to visit the website and support you, you can reach many potential supporters. Participants who send letters/emails to their contacts raise on average 5 to 10 times more money than those who fundraise alternative ways.

6. Host a shindig at home or work

Everyone loves a party! Host a party at home or work and ask for contributions from guests when they arrive. Try a barbeque, pizza party, luau, ice cream social, movie or bingo night, progressive dinner...whatever you desire.

7. Encourage online donations

Ask your supporters to make donations directly online by visiting your Team Page and quickly surpass your fundraising goal. What is another perk? Donors receive instant acknowledgement letters for tax purposes via email when they contribute online.

8. Ask 10 people for \$20 = \$200

You can easily raise \$200 by asking 10 people for \$20 each. Or try asking 8 people for \$25 each. You will be shocked how quickly you can meet this goal!

9. Use matching gifts

Matching Gifts programs are company sponsored programs that match employee contributions in support of efforts like the Gift of Life and Breath. Corporate matching gifts are a great way for donors to maximize personal contributions and increase the impact of their gifts - quickly turning a \$50 donation into \$100, \$150 or more! Ask your company if they have a Matching Gifts program.

10. Again, Launch a Letter-Writing Campaign!!!

This is the #1 way to fundraise! All participants should plan to send their own letters/emails to friends and family asking for support and contributions.

