



## Fundraising Tips

### 1. Setting Up Your Fundraiser

No matter what channel you choose to reach your network in support of the Red Cross, you can utilize these great tips to get your fundraiser ready to go.

**Set a Goal.** Pick a number that feels achievable for your personal fundraising goal. You can always edit this on your page once you get a feel for the campaign. Keep in mind that donors like to see your progress and are often more motivated to give when your goal feels within reach.

**Make it Personal.** Update your fundraising page with personal touches. Upload a good photo, preferably one showing your support for the Red Cross. Tell your story and explain why this effort is important to you.

**Self-Donations.** Consider making a donation to your page to help get things started. Even if it's small, it shows that you believe in your own efforts.

### 2. Activating Your Network

Use email, social media, and your creativity to spark interest and start engaging your personal network with your fundraising efforts.

**Draft a Potential Donor List.** Think of people you can count on for support, such as friends, family, neighbors, and coworkers.

**Segment Your Donors.** For best results, contact potential donors in the way that works best for them. While sending a group email might be the easiest method for you, a personal letter or phone call to key contacts may be more effective. Lay out your approach and group your contacts by the best form of communication. Start with friends and family, coworkers, and fellow volunteers.

**Email.** Email drives more donations than social media. If possible, try emailing in small batches, such as 10 at a time, instead of larger groups. Making everyone feel slightly less anonymous can lead to more engagement.

**Social Media.** Use Facebook, X, Snapchat, and Instagram to update your supporters about your fundraising campaign, but don't rely on social media alone. Remember to engage supporters in other ways as well.

**Turn It Around Fundraising.** Remember those people who have asked you to buy products they sell, purchase cookies from their kids, support school events, or donate to their charitable fundraisers? Now is the time to turn around and ask them to support your efforts.

**Start Small and Build.** Recruit a few close supporters to donate before you let your broader network know about your efforts. Having a few donations to start can make people feel like they are part of an already successful campaign.

**Use Numbers.** Find a creative way to ask for support using numbers. Ask people to donate \$12 on the 12th of the month, or to give the total of their birthday month plus day.

**Ask, Ask, Ask.** People want to support you, but everyone is busy and forgets. Follow up with your supporters, send updates to remind them of your efforts, and personalize your requests.

### **3. Keep Up the Momentum**

Try some of these tactics to keep your supporters motivated and your fundraising strong.

**Update Often.** Don't just send out asks. Share updates on your progress as well. Let your donors know when you've reached certain milestones or when there has been an exciting update from the Red Cross. Consider updating the photos on your page too, finding unique ways to show your progress.

**Check Your Progress.** Check your fundraising page statistics regularly to understand what's working.

**Use Deadlines.** Work toward specific dates and milestones to create urgency and rally support. Donors may be more inclined to give if they know there is an approaching deadline.

**Thank Them.** Be sure to personally thank your supporters, whether by email, phone, ecards, or in person. They want to know you appreciate them. Be sure to include an update on the campaign's progress.