



## Fundraising Tips

### Most donors contribute because

- they know and want to support you
- your nonprofit resonates with them
- they're amazed by your fundraising efforts or the event you're tackling
- they can see the direct impact their donation makes

### The essentials for successful fundraising

- **Tell your story** - the more personal, the better, and you might share:
  - why you are fundraising
  - why this cause is important to you
  - what impact each donation will make - every \$300 gives a child the chance to go to school!
- **Set a fundraising goal** - donors want to see you succeed
  - set a fundraising target when editing your fundraising page
  - give updates on the status of your fundraising goal
  - raise your goal once you reach it - update your donors again
- **Add a picture** - add an image that speaks to your donors
- **Tell your contacts** - share your fundraising page with family, friends, co-workers or anyone in your community. FirstGiving provides email templates you can use in your account.
- **Thank your donors** - FirstGiving automatically emails a "thank you" message to your donors. When editing your fundraising page, personalize it and tell donors what it means to you or how their donation is helping your nonprofit.
- **Keep sharing** - send updates on your fundraising, life, or training. Sharing your stories about challenges and achieving milestones makes donors feel a part of your fundraising efforts. FirstGiving provides an email template you can use.
- **Link to or add your page to your social media sites**
- **Optimize the matching gift** - a matching gift is a benefit that many companies provide, where they match all or part of their employee's charitable donations. To optimize your donor's matching gift programs:
  - ask your donors if their companies provide matching gifts
  - know your nonprofit's Tax ID number (EIN), address and contact
  - tell your nonprofit that a matching gift is coming so they can look for it
  - promote the company who provided the matching gift on your fundraising page
- **Be creative** - you could offer your services in exchange for a donation to your fundraising page, you could babysit, drive a friend to the airport, rake leaves, shovel snow, cut the grass

