



Fundraising Tips

Most donors contribute because...

- they know and want to support you
- your nonprofit resonates with them
- they are amazed by your fundraising efforts, the event and challenge you are taking on
- 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
 - the impact of each donation – every \$500 gives a child the chance to go to school (the cost is to build the school, but a child will have a seat in the classroom year after year, for many years to come – a significant return on investment)
- **Set a fundraising goal** – donors want to see you succeed
 - show your 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 photo** – add an image that speaks to your donors, a photo of you!
- **Tell your contacts** – share your fundraising page with family, friends, co-workers, or anyone in your community.
- **Thank your donors** – personally thank your donors for their support. Donors receive an emailed receipt when they give through your page.
- **Keep sharing** – send updates on your fundraising, life, and / or training. Sharing your stories about challenges and achieving milestones makes donors feel a part of your fundraising efforts.
- **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
 - RISE tax ID number (EIN) 36-4435162, 790 Frontage Rd., Northfield, IL 60093
 - tell RISE that a matching gift is to be received