

# FUNDRAISING TIPS

## 1 UNDERSTAND YOUR DONOR

Peer to peer fundraisers like this are common. In North America, over \$2 Billion a year is raised in walk/run/ride/volunteer events.

Millions of us give (and will give) to these type of events, so when we get asked, we aren't surprised or annoyed-especially when we know the person asking. Most of the people you ask have probably given to other campaigns before and will likely give to you!

## 2 MAKE IT PERSONAL

While your friends and family may understand event based fundraising, they still want you to ask them personally. If you send out a "Dear Nobody Specific" letter, don't be surprised when they don't donate. Would you?

If your email or message isn't personal, it isn't worth reading. Don't go overboard with a longwinded letter, get to the ask early on, but make it personal. Make it easy for them to know where, when, and why you are participating. Make sure to include the link to your participant page and let them know that cash or cheque made payable to Raising the Roof is ok. You want to make it easy for them to give and be able to make a donation right away if they want to.

## 3 SET A GOAL

The default goal is \$150, but if you want to set a more ambitious goal, go right ahead! The average donor to events like this gives \$50. That means, you'll need 3 people to say yes to donating to reach your goal. That makes the goal very achievable! Be sure to let your donors know what your goal is, it will give them context and help them evaluate how much they want to contribute to that goal.

## 4 BEGIN NOW

Starting is half the battle! You don't need months to plan, but the earlier you start fundraising the more you will raise! Some people will respond right away, but others won't and you want to leave enough time to follow up.

## 5 TOP 10 CAMPAIGN

One easy fundraising campaign is to identify 10 specific donors that you want to ask. Grab a pad of paper, thumb through your phone, social media friend lists, and email contacts and write down your top 10 list. Remember, people like supporting people they know, so the list should only be people you know!

Favourite top potential donors include...

1. You! (You can always give to your own campaign)
2. Mom (Ask her during the day)
3. Dad (Ask him after Mom goes to bed)
4. Grandparents (see #2 and #3 above)
5. Siblings (They owe you for all the mean things they did to you growing up)
6. Boss (They love encouraging community in the workplace-ask her!)
7. Friends (The ones who like you especially!)
8. Extended family (Uncle so-and-so always liked you-why not ask him?)
9. That guy you know, what's his name... in accounting (Ask a few associates who aren't friends but are people who you know)
10. Clients or vendors (They'll be happy to see you are active in supporting the community!)

## 6 IF YOU ONLY HAVE 1 WEEK

While we don't recommend waiting until the last week (see Begin Now above!), if you put in the effort, you can have one stellar week. If your first stellar week goes well, you can do another!

Sample week:

**Day 1:** Draft a personal, passionate and short email/text/social media message with a link to your personal contacts and make a list of all the contacts you want this email to go to. Sit on the email overnight.

**Day 2:** Review and edit the email, personalizing it for each of the people you want to send it to (your top 10 list). Send it out to the list. Wait for the money to roll in.

**Day 3:** Respond to auto-replies, wrong emails and add on additional donors you just remembered. Sit smugly at your desk, knowing you are rocking the fundraising.

**Day 4:** Post a photo on social media with a message about what you are doing and why with a link to your fundraising page.

**Day 5:** Make sure you respond immediately to donors who give. You'll be able to see who donated on your participant page, if they did NOT choose to be anonymous. If they did choose to be anonymous, then you won't be able to see their name and will need to follow up with them if they didn't already tell you they donated. Make sure you send a quick thank you message to everyone who donates.

**Day 6:** Circle back to the people you sent the personal messages to but didn't hear from yet. Fire them off a reminder email/text/social media message.

**Day 7:** Count up your fundraising success. How many emails did you send? How many responded? How much have you raised? Did you hit or exceed your goal? You've done great! If you didn't hit your goal, you might want to ask a few more people. Even if it is close to the event day, we don't close the portal until at least a couple weeks after the event, so if there are donors who want to give but didn't actually submit their donation, they still can after the the event is over.

**Thank you for helping make sure every Canadian has a place to call home!**

**WWW.RAISINGTHEROOF.ORG**

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