

## Tips for a successful fundraiser



### Set your goal

**1.** Set a realistic fundraising target, something aspirational that keeps you and your donors motivated - but not too high! It's always better to exceed your target or raise it mid-campaign if things are going well.



### Make It Personal

**2.** People donate to people. Use a photo that feels real and relatable; whether it's just you, your team, or a snapshot of your fundraiser in action. Authenticity builds connection.



### Tell your story

**3.** Make sure to include a description of your fundraiser and what's motivating you to do it. People will respond to your story.



### The power of blogs

**4.** Posting updates, writing short blog entries, or sharing behind-the-scenes moments builds momentum. Fundraisers with ongoing updates raise twice as much as those without!



### Show your commitment

**5.** Kick things off with a donation of your own. People will see that you are supporting your cause with your own money, reinforcing how important the cause is to you.

**READING  
OPENS  
DOORS**