



10 Tips and Tools for Fundraising Success

As an experienced and successful fundraiser once said, “If you don’t ask, you don’t get and if you ask properly, you always get!” Here are some tips and insights from folks who have been able to raise thousands of dollars for their runs for charities. All of these ideas will help you succeed in achieving your \$400.00 goal. And remember, people always underestimate other’s willingness to give.

1. Start by **personalizing your personal fundraising website** that was created when you registered for Training with The Devils. Under the MY HQ section of the training site’s menu, you’ll find quick links to enter your site, customize it, and send emails.
2. Get to know The Red Devils. Take 10 minutes to **watch our “I HOPE YOU DANCE” video**. Visit our website and read or download our most recent Annual Report. Links to both are below. You can include links to both resources in your emails to prospective supporters. They’re listed below.
3. **Raid your contact list**/address book, your spouses or significant other’s and even your parents’ contact lists for names and email addresses to use for sending emails. Use the email template available through your fundraising site, if you would like.
4. **Add a personal perspective to your request**. Tell your friends, family, colleagues, neighbors and anyone else you approach why you support The Red Devils. Customize the email template to fit your voice and experience.
5. **Use your social media resources**. Let your network know you’re training with a purpose – to achieve a personal goal of running in your first 5K and to serve your community by improving the quality of life for breast cancer families. It’s also important to let them know how you’re doing every step of the way. Tell them how you’re progressing in your training and your fundraising.
6. **Have a plan for reaching your goal**. Is it \$100 from 4 people? \$40 from 10? \$20 from 20? \$10 from 40 or some combination of all levels? Once you know your route to success you’ll be able to ask for a specific amount and know how many people you need to approach. As a rule of thumb, you should ask 50% more people than you need to. If you need 10 supporters, be sure you’ve asked at least 15.
7. **Offer an incentive**. The best fundraising has a personal element. You won’t be asking strangers to support you. These are your friends and family. You know what they like and what’s special to them. You could cook dinner for a friend or bake that treat you’re known for in exchange for their contribution. Is there something you make as a hobby that you could give as a thank you? Someone might be motivated by a massage or just having you to themselves for a day.
8. **Create an event**. It doesn’t have to be big. You can piggyback on something you are doing already. Your garage sale. Your table at the community flea market. Are you hosting a Pampered Chef, Lia Sophia, Thirty-One Gifts or other house party? Many of those companies have a fundraising component to their business. Talk with your sales representative about what’s possible.
9. **Include yourself**. What will you give up for 10 weeks and instead invest that money to support breast cancer families? One less gourmet coffee each week, perhaps? Brown-bagging it for lunch one day a week rather than dining out. You’ll think of something.
10. **Shift those gifts**. Birthday. Anniversary. Mother’s Day. Whatever the special occasion, let people know the best gift they might give you is a contribution.

LINKS FOR YOUR EMAILS

THE RED DEVILS www.TheRedDevilsMD.org

I HOPE YOU DANCE VIDEO http://www.the-red-devils.org/wp3/?page_id=858

ABOUT THE RED DEVILS http://www.the-red-devils.org/wp3/?page_id=542

THE RED DEVILS 2012 ANNUAL REPORT <http://www.the-red-devils.org/mediabucket/red-devils-annual-report2012webNEWa.pdf>