



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. Remember, people always underestimate other’s willingness to give. Given that one in eight women nationally will be diagnosed with breast cancer this year, chances are likely that breast cancer has touched most of the people you will be asking to donate to your effort.

1. **PERSONALIZE YOUR FUNDRAISING WEBSITE** that was created when you registered for Running with The Devils. Under the MY HQ section of the event site’s menu, you’ll find quick links to enter your site, customize it, and send emails.
2. **WATCH THE “I HOPE YOU DANCE” VIDEO.** You’ll find it on the home page of the event site’s menu. Visit our website and read or download our most recent Annual Report. You can include links to both resources in your emails to prospective supporters. They’re listed below.
3. **FOLLOW THE 20/20 FORMULA.** Scour your address book, your spouses or significant other’s and even your parents’ contact lists for names and email addresses of people you think can contribute \$20. Your goal: 20 supporters at \$20 each. Let your network know you’re walking or running with a purpose –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 towards your fundraising goal. Encourage your friends and family to share your fundraising page with their friends and family.
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. 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.
5. **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. Birthday. Anniversary. Mother’s Day. Whatever the special occasion, let people know the best gift they might give you is a contribution to The Red Devils to help you reach your goal.

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 2013 ANNUAL REPORT <http://www.the-red-devils.org/mediabucket/The-Red-Devils-2013-AR-Online-Version.pdf>