

Best Fundraising Practices

START EARLY!

It may seem like you have all the time in the world but Event Day will be here sooner than you think! The sooner you start the more money you will raise for your non-profit and the sooner you will reach your goal!



MAKE A VIDEO

Instead of writing post after post on social media, consider switching it up. Make a video detailing what you are doing and why you are doing it! Videos break through clutter and add a personal touch.

CREATE AN EMAIL SCHEDULE



To make sure you are reaching out to your potential donors consistently, create an email schedule, with specific dates and diverse content. Keep it interesting!

USE YOUR COMMUNITY CONNECTIONS

Get something donated from a local business (gift certificate, swag bag, service, etc.) and offer people who donate to your campaign a chance to win it! Contests are a great way to incentivize potential contributors!

GET HELP FROM YOUR SUPPORT SYSTEM



If your friends and colleagues are not able to donate, that's OK! There is lots they can do to help you reach your goal; ask them to share your personal fundraising page on their social media forums.

