



10 FUNDRAISING TIPS TO GET YOU TO YOUR GOAL

Fundraising is easier than you think! Abandon any thoughts of dreading asking people for money as the reality is that people LOVE to give to a worthy cause and it all begins with YOU making an ASK. The following steps will get you to \$100 or more in no time. Repeat them and broaden your outreach and you will see an exponential increase in the amount of money you will raise for children in foster care.

- 1 TELL A STORY** - Share why you are doing what you do and how their donation will impact the lives of children in foster care. Use the resources section of the website for inspiration. Also check and share information and videos you will receive during the campaign period and share these with others. Giving people a reason WHY they should give leads the list in effective fundraising.
- 2 ASK PEOPLE TO DONATE** - Start by identifying 10 people to help you by donating. Think of co-workers, friends, neighbors, and people who you do business with on a regular basis and tell them what you're doing and ask for their support. Think about how effective Girl Scouts are with selling all those cookies and take a page out of their book by ASKING everyone. Send customized messages either through the 5K website or via email and add the donation link.
- 3 MAKE A SELF DONATION** - We suggest making a self-donation on the website. This can be for any amount. This sends the message to everyone that you have some skin in the game as you ask others to support you. Be sure to set your goal on your fundraising page.
- 4 ASK AGAIN** - Never stop at one ask or donation outreach. It is a fundraising best practice that you ask THREE TIMES. Do not take it personally when someone does not donate the first time - people get busy, and your role is to bring this to the forefront. Space our asks out in ten-day increments and update your message to reflect that you are sending a reminder and hope they will HELP.
- 5 OUT OF TOWN PROSPECTS** - No need to limit yourself to local people to help you fundraise. Send donation requests to friends and family members who live outside of the area and let them know that you are participating in the Steps for SOS 5K, and while you wish they were here to be a part of your team, you are asking them to support by making a donation.
- 6 USE SOCIAL MEDIA** - Post the event with your personal team/individual URL on your social media pages sharing why you are participating in the 5K and ask for a donation.
- 7 MATCHING GIFTS** - Many companies offer employee matching gifts for charity organizations. Check with your employer to see if this is an option.
- 8 WRAP AROUND EVENTS** - These are events or activities you can do to raise money. Consider a bake sale, car wash, or 50/50 raffle where you get people to give money - have a drawing and the winner gets half of the proceeds with the rest going to SOS. Restaurant "give backs" are also an effective way to raise money. Contact a restaurant and see if they will share a portion of a selected days proceeds can go to a charity. You will need to do outreach to get people to the restaurant - perfect if you work with a large employees or have a sizable network.
- 9 SPONSOR A CHILD'S WISH BOARD** - Set up a board with general needs (shoes, birthday gifts, tutoring, mental health therapy) with amounts and ask people to donate the corresponding amounts through your fundraising page. (Samples are located on the website's resource page or we can assist with creating one).
- 10 SHOW GRATITUDE** - Expressing gratitude with a "thank you" is powerful. Thank everyone for their donation and let them know how their gift will make a difference in a child's life.

BOUNDS TIP - Host an internal kickoff event at your workplace, social or civic club, or place of worship. An SOS representative will work with you to identify a date and come out to do a presentation, provide registration incentives, and help you get more people engaged. Having food at this event is always a big plus and gets people to participate!

Please email dseay@sosflorida.com for more information or to schedule your internal kickoff.



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