FUNDRAISING TIP SHEET

1. GET THE BALL ROLLING

Be the first to make a gift. It’s always a good idea to get your fundraising off to a good start by making the first donation. This will make others more likely to get involved.

2. ADD YOUR WHY

Whether you are sending out an email or posting on social media, be sure to add why you are fundraising. Let your family and friends know why Food For Thought matters to you, that’s what they care about most!

3. START WITH YOUR CLOSE CONTACTS

It’s best to start by asking your close contacts because they are the most likely to donate. Try sending a personal Facebook message or email to your inner circle to build some momentum. Then reach out to all your other contacts.

4. SOCIAL MEDIA TIPS

One of the best strategies to use on Facebook is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already behind you.

5. REENGAGE

Don’t hesitate to send a follow up message or email to those who have not yet supported you. A great way to do this is by keeping people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and then asking them to help you hit your next milestone.

6. CONTINUE THANKING AND UPDATING

As your friends and family donate, make sure to thank them. A quick thank you email or Facebook post is a great way to show your appreciation. Then when you have reached your goal, make sure to thank all those who supported you again.

Thank you for fundraising for Food For Thought!
Your efforts will make a BIG difference in the living of our clients.