

Three Tips to Make Fundraising FUN!

No Sleazy sales pitches here. Just be yourself and remember: You are taking people on this journey with you.

1. The most important thing to start with is your “Why”

People are going to support you when they know why you are doing this. It can be basic simple facts i.e. “I believe in United Way and our community,” or you can really be specific and connect it to a personal story.

Other ways to take people on the journey with you is to use these engaging types of posts:

- Post run selfies
- Scenes from your run i.e. things you saw
- Share a story from United Way’s blog or an article or story that you feel connection to

Remember each time you share or post about the event, be sure to ask people to donate and include your personalized link. Add a line like “Click here to donate” or “Please support me by clicking this link”

2. Let your goal be your guide

Determining how much you’d like to raise overall gives you something to aim for, but don’t be intimidated by your large goal. You can break that into smaller goals.

Here’s how:

1. Give yourself a daily or weekly goal
 - a. Take your large goal and break it into weekly goals i.e. \$500 total can become a weekly goal of \$100
 - b. Your weekly goal can be broken out into a daily goal
 - c. As you break your large goal into smaller goals you can encourage people to donate in smaller amounts; for example, 10 people can donate \$10 to get you to \$100 that day
2. Break your goal out by how many students you’d like support (every \$200 supports one student)
 - a. Create a competition with a friend or fellow runner
 - a. Who can reach their goal first?
 - b. Or, look at the leaderboard: Who do you want to catch up to? Use that person as an inspiration and tell everyone you want to get to their level
 - c. Donate dollars and ask people to match part or all of your donation

3.ASK! You must ASK! (email, social media, phone call, text)

You know the saying: If you don’t ask, the answer is always no! It is important to be intentional.

- When you ask you are giving people an opportunity to be involved
- You are asking on behalf of your community, not necessarily yourself
- Sharing your link is not enough, you must ask

Quick activity: Make a list of 10 people you’ve supported as a donor in the past. That is the perfect place to start!

These tips mean nothing, unless you TRY them out and TAKE ACTION! We are rooting for you! Please reach out to audrey.walker@liveunitedsem.org if you have specific questions around fundraising, happy to help.