

# Twelve Tips for Fundraising Success

## Tip #1 Start Early

The sooner you create your online page or pick up the paper fundraising form, the sooner you can start collecting. There are documents on the Hospice Huntsville site to help.

## Tip #2 Show your commitment

Before you ask others to donate, make your own donation of \$25, \$50 or more.

## Tip #3 Set a generous but attainable goal

Your fundraising goal should be challenging but doable. When you get close to your goal, raise it so people keep contributing.

## Tip #4 Contact everyone you know

Start with your email contact list, then your regular address book. Ask co-workers, neighbours and people you know through sports. You'll be surprised who gives.

## Tip #5 Personalize your requests

Make your email template or "in person" requests yours. Include why you're raising money, why it's important to you and where the money goes.

## Tip #6 Create a schedule & stick to it

Set dates to send a first email or make your first personal request for donations. Don't be shy about asking more than once. People need to be reminded.

## Tip #7 Customize your fundraising

Include a personal story about why you are participating. Include a heartfelt message whether in person or through email. There are examples on the Hospice Huntsville website.

## Tip #8 Add Social Media to the Mix

Use status updates on Facebook, Twitter or LinkedIn to update friends on your fundraising and provide a direct link to your fundraising webpage.

## Tip #9 Get Creative

Ask your employer if they offer a matching donation program. Add your individual Fundraising URL to your email or Facebook page.

## Tip #10 Join a Team

Need help to stay motivated? Create or join a team for camaraderie, encouragement and friendly competition. There's power in numbers

## Tip #11 Stay focused

Remind yourself of why you are participating in the event, and how the money you will raise will help others. Turn to other fundraisers for inspiration and ideas.

## Tip #12 Send a personalized thank you

After you've completed your fundraising, send a thank you to your donors and include the amount you fundraised.