

Online Fundraising Tip Sheet



1. GET THE BALL ROLLING

Break the seal and **make a self-donation**. This gets you one step closer to meeting your goal, but most importantly, it demonstrates your passion for the cause and will encourage your friends and family to donate, too.

2. START WITH YOUR CLOSE CONTACTS

It's always helpful to start by reaching out to your closest family and friends because they are the most likely to donate. **Try sending some quick personal messages to your inner circle** to build momentum.

3. ADD YOUR "WHY" TO OUR EMAIL TEMPLATES

When utilizing our solicitation email templates to send to a larger contact list, the most important thing you can add is **why you are fundraising**. Let your family and friends know why this cause matters to you.

4. NOW MOVE TO SOCIAL MEDIA

After sending direct asks through personal messages and email, it's time to move to social media. One helpful tip is to **tag and thank individuals on your social pages**. This not only helps your donors feel appreciated, but also spreads the message to inspire more people to give.

5. RE-ENGAGE WITH EMAIL

Don't hesitate to **send follow up emails** to individuals you haven't heard back from. Emails can often get overlooked, especially if someone opens it while they are busy and forgets to go back to it. You can also use email to keep people up to date with your progress as you hit different milestones (i.e. 50% of your goal raised) and ask your supporters to help you hit the next milestone.

6. CONTINUE THANKING AND UPDATING ON SOCIAL MEDIA

As more people donate to your page, keep thanking them on social media and **make sure to share your progress towards your goal**.

Fundraising often takes time and persistence. Don't give up and remember every dollar you raise makes a difference in the lives of children and families at the UVM Children's Hospital! **THANK YOU!**