

Tips for Successful Fundraising!

- **ASK!** Ask everyone and ask often. The #1 reason people donate is because they are asked.
- **Determine your sphere of influence.** Go through your contacts and brainstorm who you think would be willing to support your efforts. The worksheet will be a great tool to organize your connections and decide who can donate \$10, \$50, \$100 etc.
- **Follow up with your donors.** When asking someone to donate, 3 seems to be the lucky number. Don't get discouraged if they don't donate the first time. Follow up and remind them.
- **Sponsorship.** We offer great benefits and media recognition for sponsors of all levels. Refer to the sponsorship packet when pitching to major sponsors and make the ask in person when you can. CFF is happy to help you prepare for these meetings or even go with you.
- **Gain your company's support.** Every time your name is promoted, your company's name will be also. Being honored as one of Rochester's Finest reflects well on your employer. See if your company will let you send a letter to your customers or clients announcing what you are doing.
- **Matching gifts.** You can double or triple your money. All the donor has to do is fill out a form. Check here to see if a company has a matching gift program: <http://www.matchinggifts.com/cff/>. Matching donations can be applied to direct donations only, not for auction items, raffle ticket sales, etc.
- **Email or letter-writing campaign.** Cast a wide net for your campaign. Ask friends and family members to forward your email to everyone in their address books. People tend to donate 20% more when donating online with a credit card. Snail mail works for those who are not email oriented. Add a personal note to each letter you send and include a return self-addressed stamped envelope.
- **Don't limit yourself.** Just because someone doesn't live in the Rochester area, doesn't mean they can't donate. Contact family and friends all over the world to donate, hold events, write letters on your behalf, etc.
- **Get creative and hold a third-party event.** Hold a dress down day at work, host a happy hour, fitness event, etc. Be mindful of expenses but this is a fun way to spread awareness for CF and your participation in the program.
- **Spread the word on social media.** Announce your honoree status and participation on your social media pages. Include a link to your personal web page for donations, announce and highlight your upcoming fundraising events, and let people know where you are to date towards your goal. Ex. if all 500 friends just gave \$5, you will hit your minimum of \$2,000 with Facebook alone
- Play to your strengths. Keep it simple. HAVE FUN!