



KEY ITEMS FOR A SUCCESSFUL CAMPAIGN

1

GET TEAM MEMBERS REGISTERED AS THIS IS THE ONLY WAY WE CAN COMMUNICATE ALL OF WHAT IS HAPPENING WITH THE EVENT

2

CUSTOMIZE YOUR TEAM PAGE AND SET A GOAL. THIS CREATES A PERSONALIZED SCENARIO FOR PEOPLE TO DONATE.

3

MAKE A SELF-DONATION AS IT'S ALWAYS BETTER TO START OFF WITH SOME MONEY RAISED AS IT SERVES AS A PSYCHOLOGICAL INCENTIVE FOR PEOPLE TO GIVE.

4

DO NOT BE DISCOURAGED IF SOMEONE DOESN'T DONATE ON YOUR FIRST OUTREACH- IT TYPICALLY TAKES THREE ASKS BEFORE SOME PEOPLE DONATE. PEOPLE GET BUSY AND FORGET AND IT IS YOUR ROLE TO PROVIDE A GENTLE.

5

CREATE PASSION IN YOUR ASK – SHARE WHY YOU SUPPORT SOS AND FOSTER CHILDREN. THIS CAN ALSO BE A PART OF YOUR HOME PAGE.

6

SHARE THE LINK TO YOUR DONATION PAGE ON SOCIAL MEDIA

7

BE ON THE LOOKOUT FOR OUR WEEKLY INCENTIVE ANNOUNCEMENTS!

8

BEGIN NOW AS WE ARE 7 WEEKS AWAY FROM THE EVENT AND TIME FLIES!