

# NEADS 50 for 50



## FUNDRAISING TIP SHEET

### 1. GET THE BALL ROLLING



Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

### 2. ADD YOUR WHY TO THE EMAIL



Start emailing donors right from your fundraising page. The most important thing you can add to your email message is **why you are fundraising** for NEADS. Let your family and friends know why this matters to you, that's what they care about most!

### 3. START WITH YOUR CLOSE CONTACTS



It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

### 4. NOW MOVE TO SOCIAL MEDIA



Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use is tagging and thanking people who have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that others are already getting behind you. It's also a great way to recognize those who've donated already.

### 5. UPDATE YOUR FUNDRAISING PAGE



Don't hesitate to add updates to your page. Updates are automatically emailed to everyone who has already donated through your page, so they're the perfect way to keep donors involved *and* they often inspire additional donations. At the very least, add an updates when you reach 50% of your goal, and then again at 100%.

### 6. CONTINUE THANKING AND USING SOCIAL MEDIA



As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

**Thank you for helping NEADS celebrate 50 years of changing lives!**