

Tips to increase your fundraising

Customize your fundraising page.

It is proven that, on average, fundraising pages that have been customized **raise more money** than pages that aren't customized.

Make it personal.

When you ask for a donation, reach out to people directly and ask for their support.

Your friends and family are much more likely to support a cause they know is important to you.

Post on social media.

Use your social platforms to ask for donations.

Share your 'why.'

Ensure your fundraiser sheds light on **'why'** this cause is important to you and why this cause should be important to those in your community.

Consider your supporters.

Will some of your potential supporters prefer for you to reach out to them over the phone, with a letter, or a text instead of an email?

Don't forget to say 'thank you!'

Make sure your contributors know that you've received their donation and that they've made a difference.

Sharing your appreciation can encourage them to support you in the future and make them feel connected to the cause.

Send reminders.

Asking for support and sending reminders regularly will give those in your network the opportunity to give when it is convenient for them.

