



# 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.

