



Get Your First Donation: Tips for Fundraisers

1. Sometimes getting your first donation is the hardest. Making a self donation is a good way to kick start your fundraising. Your commitment to the cause will inspire others to take action!
2. Share your enthusiasm. Your energy and motivation will set an example for your donors. Let them know that you are passionate about the cause and that you need them to take action. Use information from www.averathinkpink.org to help illustrate the problem.
3. What's your reason for participating? If you've been impacted by breast cancer or used the services at the Avera Cancer Institute, share your story. Make your ask for a donation personal.
4. Setting a goal is key. Everyone likes it when there is a clear, achievable goal in sight – and your donors are no exception. Be realistic when setting your goal, but don't be afraid to make it a stretch. Communicate your goal to your donors so they know where you stand in your efforts.
5. Sincere gratitude goes a long way. Even though your donors may be close friends or family, they will appreciate a hand written thank you. Update them post-event to share the fundraising total and your personal success.
6. Customize and maintain your personal fundraising page. Typically, participants who customize their fundraising Web site with a personal story and photo raise more money than those who don't.
7. Post a message on your Facebook wall encouraging your friends and family to donate to your personal fundraising page. This is an effective way to share your message with a link to your personal page to a large audience.
8. Send an e-mail to your entire address book with the line: "If each of you donates just \$10, I will reach my fundraising goal." This specific fundraising ask may motivate some to give.
9. Place a donation canister at your desk at work along with a poster about the Avera Race Against Breast Cancer. You can even ask to place the canister at the reception desk so visitors can give.
10. Raffle off a gift card to a favorite local restaurant, coffee shop or local attraction at your next work meeting or family gathering. "Every person who donates at least \$5 gets entered into a drawing for this gift card."