

## Tips for Securing Donations

Once you've registered for the Ambassador Campaign and built your personal fundraising page, it's time to start asking for donations. Your friends and family will be eager to support your cause, especially once they see how much it means to you.

For many, asking personal and professional acquaintances for money can be difficult. Start with those you know will be willing to support you, and use these "wins" to build momentum. It's always easier to hear "no" after you have heard "yes" a few times first.

### On to the tips!

- Make a list of potential prospects and the best way to reach them. Potential prospects can come from a variety of connections:
  - Relatives: parents, children, grandparents, cousins, aunts and uncles, etc.
  - Work colleague: bosses, co-workers, business partners, vendors, clients, etc.
  - Associates from group activities: teammates, coaches, classmates, etc.
  - Members of your: book club, parent group, church/a spiritual gathering
  - Friends and neighbors
  - Professionals you visit: your hair stylist, dentist, or mechanic
- Create your fundraising page to help you explain your mission and provide a place to direct potential donors to learn more and make donations online.

Thank you for becoming an Ambassador for Great Rivers United Way! We hope you find these fundraising tips helpful as you advocate for an issue important to you and our community.

- Writing Tips:
  - Tell a story! You'll want to explain the reason for the fundraiser and how funds collected will be used. Make it personal. What does this cause mean to you?
  - Post announcements on all your social media and networking sites. Make them shareable and invite friends to share with their friends to help spread the word!
  - One third of donations come from emails – it's totally fine to keep the bulk of this text the same for every person, but make sure to personalize a line or two so your message feels specific to each person who receives it. Don't forget to include the link to your personal fundraising page!
  - Be clear and direct! Use simple language and short, punchy sentences. It will make information much easier to read. Keep things honest, straightforward, and sincere.
  - Ask a question. Asking your reader a direct question can help them to connect emotionally with your cause. Don't be afraid to challenge them and make them think. That's how you'll make your fundraising efforts stick in their head.
  - Read your message out loud. This is the easiest way to spot grammatical errors, repetition, and any bits that don't make sense or flow together nicely.
- Practice a 1-minute elevator speech so you're prepared to talk about your fundraiser when you have the opportunity. Remember the important keywords: what, why, and how.
- Do not provide your phone number or address to people you do not know. Use your personal fundraising website link and text-to-give code.
- Always remember your manners! Please and thank you will go a long way!

Have questions or need help? Don't hesitate to reach out to our team!

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