

7 tips to help with your DIY fundraising campaign:

Via Frontstream.com

1. **Set an easy goal and raise it later.** Start with a goal of \$200 and once this is hit raise the goal! Beating the goal is something else participants can share on social encouraging more donations.
2. **The first donation can be yours.** An opening tally above \$20 is a great start, and leading the charge of donations by example has an escalating effect on the final dollar amount.
3. **Ask for set amounts.** If you ask for \$30 donations you're likely to achieve \$30 donations as opposed to \$5 or \$10 donations. Use the power of setting dynamic donation amounts. They work!
4. **Use social channels and email.** DIY fundraising and social media are a match made in heaven, however it is only a part of the campaign story. Email asks can achieve more fundraising success than social, don't forget to ask by email.
5. **If you can't stomach it, you don't have to ask for donations.** Just talk about Children's Miracle Network. Start a conversation about CMN and Penn State Children's Hospital and what inspired you to take a stand, why you think it's important enough to donate their time. Once you get your friends talking about your efforts and get a few donations – the confidence to ask for support grows.
6. **Tell your story about why you chose Children's Miracle Network.** So many people have a personal connection with the cause. The story of why you got involved can make the difference with your friends, family and coworkers. Making the story personal will connect with more potential givers.
7. **Don't forget to have fun.** Fundraising is not supposed to be a task. With a positive attitude, you're likely to achieve high results and help give kids the Gift of Growing Up!