

Group Fundraising Best Practices

Quick Tips

1. Ask your close family or friends to make an initial donation to your fundraising page to get the ball rolling right away. People are more inclined to donate to a cause that's already showing a success!
2. Set an achievable fundraising goal. You can always increase your goal once you've reached your current one; in fact, we recommend that you do!
3. Share a compelling story on your fundraising page with an image, text, or even a video about your journey with THON or connection to the cause.
4. Share your page via your Facebook and Twitter accounts! You're twice as likely to raise more by using social media accounts.
5. Send emails through DonorDrive or include the link in your regular emails and social media posts related to THON to advertise your fundraising page!

How to Tell Your Story

1. Avoid bleak statistics and focus on the positive impact THON makes!
 - a. Try to make individuals feel compelled to support THON and its mission by allowing it to shine in a positive light and feel good about giving!
2. The most important word is "why"
 - a. THON's Donor Drive landing page tells donors what THON is.
 - b. Your group landing page tells donors **how** and **why** you fundraise for THON.
3. Change the mindset
 - a. Show people that you not only support THON but that you are **proud** to support THON. Make them feel proud to support THON, too!

How to Effectively Ask for Donations

1. Video Ask
 - a. Potential donors are 85% more likely to donate after watching a video.
 - b. Consider linking the THON 2019 Recap Video!
2. Individual Participant Donations
 - a. Setting up a fundraising page is only the first step in getting donations.
 - b. Encourage your group to do the following:
 - i. Ask them to customize and regularly update their fundraising pages.
 - ii. Encourage them to email everyone in their address book.
 1. Email is responsible for the majority of online donations.
 - iii. Urge them to talk about their participation on social media. iv. Get them to tweet and update their fundraising success.

THON is a student-run philanthropy committed to enhancing the lives of children and families impacted by childhood cancer. Our mission is to provide emotional and financial support, spread awareness and ensure funding for critical research — all in pursuit of a cure.

How to Utilize Pictures in Your Fundraising Platform

1. Pictures speak louder than words.
 - a. A study on eye-tracking showed that our eyes quickly search for the most human element on a web page. People look for faces!
 - b. Therefore, by utilizing pictures with clear views of faces, you will be more likely to get the viewer's attention and keep them on your page.
2. Show yourself with who you're fundraising for!
 - a. Use pictures of your group and some current THON volunteers or pictures from your time as a THON volunteer if you have any. It will make donors feel more connected to the cause.
3. Show yourself fundraising on behalf of THON
 - a. Exemplify how you are contributing to the cause.
4. Add a picture to your post when you post on social media.
5. Show your character in your photos.
 - a. Demonstrate that you are not the average fundraiser or THON volunteer.

Success: By the Numbers

1. Customized donation pages raise 541% more than the average donation page.
2. For every donation that the average, non-personalized donation page gets, a personalized donation page gets four!
3. Participants that sent emails frequently reached over 300% higher fundraising totals.
4. Participants that customized their fundraising page significantly reached nearly 400% higher fundraising totals.
5. Participants that connected their Facebook to their Donor Drive account reached nearly 250% higher fundraising totals.
6. Participants that donated to their own fundraising page reached nearly 200% higher fundraising totals.

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The 2021 Penn State IFC/Panhellenic Dance Marathon
Benefitting Four Diamonds, *Conquering Childhood Cancer*



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