



# Red Cross Fundraising Tips

No matter what channel you choose to reach your network in support of the Red Cross, you can utilize these great tips to get your fundraiser ready to go!

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Setting Up Your Fundraiser

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Keep Up the Momentum

# Setting Up Your Fundraiser

## **Set a Goal.**

Pick a number that you feel is achievable for your personal fundraising goal – you can always edit this on your page once you get a feel for the campaign. Keep in mind that donors like to see your progress and are more motivated to give if the goal is close.

## **Make it Personal.**

Update your fundraising page with personal touches: Upload a good photo, preferably one showing your support for the Red Cross. Tell your story on why this effort is important to you. Upload a short video, perhaps of you carrying out the work of the Red Cross.

## **Self-Donations.**

Consider making a donation to your page to get things started, even if it's small it will show you believe in your own efforts!

# Activating Your Network

Use email, social media, and your creativity to spark interest and start engaging your personal network with your fundraising efforts

1

## **Draft Potential Donor List**

Think of people that you can count on for their support – friends, family, neighbors, and coworkers

2

## **Segment your Donors**

For best results, contact your potential donors in the way that is best for them. While sending a group email might be the easiest method for you, a personal letter or phone call to key contacts might be best for them. Lay out your approach and group your contacts by the best form of contact. Start with friends and family, coworkers, and fellow volunteers

# Activating Your Network

3

## **Email**

Email drives more donations than social media. If possible, try emailing in small batches, such as 10, instead of larger batches. Making everyone feel slightly less anonymous will lead to more engagement

4

## **Social Media**

Use Facebook, Twitter, Snapchat and Instagram to update your supporters about your fundraising campaign but don't solely rely on it, remember to engage supporters in other ways

5

## **Turn-it-Around Fundraising**

Remember those people that have asked you to buy products they sell, purchase cookies from their kids, support school events and donate to their charitable fundraisers? Now is the time to turn around and ask them to support your efforts!

# Activating Your Network

6

## **Start Small and Build**

Recruit a few close supporters to donate before you let your network know about your efforts. Having a few donations to start off can make people feel like they are part of an already successful campaign

7

## **Use Numbers**

Find a creative way to ask for support using numbers. Ask people to donate \$12 on the 12th of the month, or to donate the total of their birthday (month plus day)

8

## **Ask, Ask, Ask!**

People want to support you, but everyone is busy and forgets. Follow up with your supporters, send updates to help remind them of your efforts and personalize your requests

# Keep Up the Momentum

Try out some of these tactics to keep your supporters motivated and your fundraising strong!

## Update Often

Don't just send out asks, send out updates on your progress as well. Let your donors know when you've reach certain milestones, or if there has been an exciting update from the Red Cross.

Consider updating the photos on your page as well, finding unique ways to show your progress

## Check Your Progress

Check your fundraising page statistics regularly to understand what's working

# Keep Up the Momentum

## Use Deadlines

Work towards specific dates and milestones to create some urgency and rally support; donors can be more inclined to give if they know there's an approaching deadline

## Thank Them

Be sure to personally thank your supporters, either by email, phone, eCards or in person; they want to know you appreciate them! Be sure to include an update on the campaign's progress