



DonorDrive®

FUNDRAISING STRATEGIES



PERSONALIZE YOUR FUNDRAISING PAGE

On average, students that personalize their DonorDrive page raise **\$202 more** than those who do not personalize their page.



SEND EMAILS

On average, students that email their DonorDrive page to families and friends raise **\$179 more** than those who do not send emails.



CONNECT AND SHARE ON FACEBOOK

On average, students that connect and share their DonorDrive page on Facebook raise **\$110 more** than those who do not.



CONNECT AND SHARE ON TWITTER

On average, students that connect and share their DonorDrive page on Twitter raise **\$199 more** than those who do not.



MAKE A SELF-DONATION

On average, students that donate to their own DonorDrive page raise **\$55 more** than those who do not make a self-donation.

Students that complete all five of these actions on DonorDrive raise **\$513 more on average.**