

48 HOUR RIDE

TIPS & TRICKS: BE A FUNDRAISING SUPER STAR



Personalize your fundraising page:

Add photos and/or videos to your fundraising page. Introduce yourself and personalize the text explaining why you are supporting the event and Make-A-Wish. Invite your friends and family to donate.



Personalize your request:

Send a personalized email to your network. They will be more likely to donate if the request is sent to them directly rather than in a group message. In a group message we assume that someone else will answer, while a 1-to-1 interaction allows each recipient in your network to understand that their help is important. **Handy tip:** you can send personalized emails to your contacts from your fundraising page.



Share a wish story:

A wish story will help you make your contacts aware of the mission and help them understand the impact of their donation. Various wish stories can be found at makeawish.ca



Challenge your donors :

Set a fundraising goal for your fundraiser and promote it on your fundraising page and social media. Example: Tell your donors once you reach a fundraising goal, you will dress up in a costume and post a funny picture. **Handy tip:** you can add these fun challenges to your fundraising page as a milestone/incentive.



Sharing is caring:

Social networks are an excellent platform for recruiting donors. Share your personal fundraising page on social networks and announce your participation in this event. Your story can really motivate people to support your cause and make a donation.



Change your email signature:

Add a banner at the end of your emails indicating that you are fundraising.



Donation matching program:

Ask your employer if they offer a matching gift program, which will instantly double the funds you raise. Give one day of your salary for your fundraiser and ask your co-workers to do the same.



Thank you!

Always thank your supporters, no matter the size of the donation. Let them know how grateful you are.



Most important, follow up: It has been proven that it takes at least **4 follow-ups** with donors to get the donation. Don't be shy, you are asking for a good cause! Some people need more than one email or call and will appreciate the reminder.

