

# FUNDRAISE LIKE A CHAMP.

Fundraising can be nerve-racking. We asked some of our most successful fundraisers to share their tips and advice on how they raised everything from \$5,000 to \$50,000 in a single year. Let these ideas get your creative juices flowing and shoot for your goal!

## 10 PRE-FUNDRAISING STRETCHES

*Before you get started on your fundraising campaign, take a few moments to prepare your head and your heart for the months ahead.*

### 1. Check Your Heart

You are going far beyond asking for money—you are inviting people to change lives. Pray for the children and communities that you will be supporting through your fundraising. Pray for donors to surprise you with generosity and ask God how many children you should aim to support. Lastly, pray about who you are supposed to invite into your journey.

### 2. Donate to Yourself

Before you begin inviting other people to donate to your race, set the tone by making a donation to yourself. You can make more confident asks knowing that you've done what you're asking people to do.

### 3. Tell Your Story

Update your personal fundraising page by adding a photo and writing out WHY you are running. Your story matters. It will inspire people to



give. Update your page regularly with monthly fundraising goals, updates, and race details.

### 4. Website Wayfinding

Once someone agrees to make a donation, make it ridiculously easy for them to follow through. Customize your fundraising page URL, shorten the URL with a website like "bit.ly," or simply have them search your name on our site. Go to [teamworldvision.org/tutorials](http://teamworldvision.org/tutorials) to learn how to do these things.

### 5. Make a List. Then, Make Another List.

Dream up a group of core friends, family, and co-workers who you'd like to ask to donate. Map out 20 to 50 people and imagine they each give at least \$50-\$100. Mark down people that have the capacity to make bigger gifts (like \$500, \$1,000, or more). Once you've mapped out the core people, make another list of everyone you've ever known. You'd be surprised that your 6th grade teacher, your eye doctor, and your barber might be happy to donate.

## 6. Know Your Audience

Think about people's chosen form of communication and honor it. Does your mom like to talk on the phone? Does your co-worker like email? Reach out to them accordingly!

## 7. Be Inspired, Be a Student

Think of people who have inspired you from the past in similar campaigns. Catch up with them, thank them for their inspiration, and pick their brain for wisdom and advice for what worked in their experience.

## 8. Be Resilient, Don't Give Up

It feels crummy when you're putting yourself on the line and people don't donate right away. Remember that folks are often busy and forgetful and simply need a reminder (or two, or three).

## 9. Don't Say "NO" for Anyone

It can be easy to assume that someone on your list may not give. Never assume that they won't! Let them decide for themselves.

## 10. Get Off to a Fast Start

Big or small, getting the first few donations starts the momentum and boosts confidence. Procrastinating creates unnecessary stress, which is the opposite of fun. Have fun! Get started right away no matter how far away your race is.

# TOP IDEAS

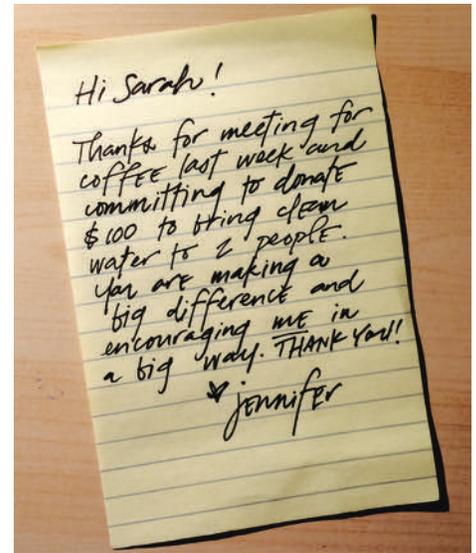
## FROM TOP FUNDRAISERS

### Be Vulnerable

Share why you are running on your page and why it's important to you. Post pictures of your salty, sweaty, no-make-up self in your orange jersey to give people a visual of what you're doing. Showing your hard work on Instagram, Facebook, over text, etc. makes your effort real to people.

### Be a Party Animal

Get creative and invite people to a fun experience. Host a themed party of your choice with food or drinks and charge a "cover" for people to attend. No donation, no party! Have folks RSVP through donating online, or keep a laptop or iPad at your party for people to make on-site donations at the door.



### Mass is Good, but Personal is Way Better

Sending out mass emails and Facebook posts are great starts to increase awareness, but it's easy for the recipient to hide in the crowd. Email & call friends/family individually and keep the email short and sweet. Be personal about your ask, too. Ask "Will you help me provide one kid with clean water through a \$50 gift?" Keep a spreadsheet or notebook to track your asks throughout the season.

### Be a Sell-Out

It works for NASCAR Race Cars—why not us? Ask people to "sponsor" a mile of your race. Ask for a \$100 donation per mile, letting them know that you will write donor names on your jersey, on your leg, or on paper to carry in your pocket on race day.

## Follow the Timeline

Keep your fundraising progress in tandem with your training plan. This creates smaller milestones and keeps fundraising top of mind as much as training. You could share a message like: "I'm raising \$100/mile, so by the 15 mile long run I'm aiming to have \$1500 raised."

## Give a Shout-Out

Publicly thank donors by name on social media and always include the link to your page. The personal shout-out prompts others to give and it makes your donors feel loved. Blast your public Thank You's on Facebook / Twitter / Instagram and be sure to tag the people you're thanking.

## A Happier Birthday

Rusty turned 30 and asked for 300 Donations for his birthday. He threw a Chicago-style pizza party. Guests could only attend if they made a gift of at least \$50. He raised over \$18,000 through his birthday party!



66 likes

## Take On a Weird Challenge

Oddly, your friends might give more if you add to your race challenge with an unusually strange challenge on top of that. Billy took on the "Tutu Challenge" raising \$5,000 in one day, leading him to run a marathon in an orange Tutu. Other folks have done head shavings, running in the snow, wearing a costume, running while carrying water, and more.

## Fly with Angels

Find "Angel Donors." These are people that are able to donate a bigger gift. Invite them early or wait and have them match what others donate, inviting others to increase their impact on matching gift "Double Donation Days."

## Follow Up, Follow Up, Follow Up

Follow ups aren't as annoying as you might think. Unless you're hounding people every day, sending a friendly reminder every week or every other other week helps people shake off the guilt of an unfinished To-Do task. Your best friend might even wait until the last minute to give.

## Run Your Birthday

Steve ran 51 Kilometers on his 51st birthday. William ran 49 miles on his 49th birthday. Steve's goal was \$5,100 and Will's was \$4,900. Both exceeded their goals. You can run your birthday number in miles or kilometers and find a fundraising goal that ties into that.

## Trash or Treasure

Terre and Colleen raised more than \$1,200 with a joint garage sale. Have friends bring or make great items to sell. Invite buyers to make an additional donation beyond their purchase toward your fundraising goal.



## Print & Pocket

Order some custom business cards to keep handy at all times to share with people as a leave behind. When folks ask you what's new in life, share your story and give them a card. Order yours at [teamworldvision.org/print](http://teamworldvision.org/print).

## Start a Friendly War

Competition is a powerful thing. Start friendly competition between your

friends who love to win. Pit a few family members against some college friends. Throw out a goal like \$500 vs \$500 and have them donate OR acquire donations from their friends.

### The Just-Got-Paid Ask

Ron made his best asks on Fridays and Mondays, knowing that those were dates when people get paid. He sometimes wrote letters to be delivered on those days and included stamped return envelopes.



### Go the Luke 12:33 Route

“Sell your possessions, and give to the needy.” Josh sold his car and offered up all of the proceeds as a matching gift to his donors.



### Play Ball!

Greg rented out a ballpark and hosted a mega game of softball. Each team member had a \$50 buy-in to play,

and friends invited their networks and brought their own snacks & refreshments. Play kickball, soccer, or some other game. Keep in mind that you have a race to run so take it easy out there, tiger.

### Dine, Drink & Donate

Find a restaurant or coffee shop to host an event and donate proceeds of that night's sales to your cause. Make a night of it, and have live music, dancing, or some sort of raffle.



### The Ridiculous Clean Water Music Video - Team World Vision

from [Evan McBroom](#) 253K 8 months ago  
Evan McBroom has some fun singing about bringing clean water to people in Africa who desperately need it. Evan is running his first marathon with Team World Vision - you can donate to any Team World Vision participant at [teamworldvision.org/search](http://teamworldvision.org/search)

### The Steven Spielberg

Evan created a phenomenal and fun music video parody of Paul Simon titled “50 Ways to Give Clean Water” sharing it out to his friends & family to create a mini-viral sensation, raise awareness, and generate donations.

### The Sweaty Plea

Just moments after her 20 mile run (while still tired and sweaty), Jill recorded a 30 second video celebrating what she just achieved and why she was running, and asked for 20 donations for that day. She posted it to Facebook and people responded!

### Bring Your Child to “Work” Day

Wendy involved her children in her fundraising. They wanted to do lawn care, so they went around the neighborhood promoting their services in exchange for donations, and her daughter made a promotional video.

### Be a Compelling Storyteller

Stephen started a blog that 400 people started following. On his blog, he journaled milestones through out his season, sharing updates and victories each week. Start a blog, record videos, do something that you're already good at.

*Do you have creative fundraising ideas? Send stories & photos to [teamworldvision@worldvision.org](mailto:teamworldvision@worldvision.org)*