

# SIX STEPS TO BEING A SUCCESSFUL FUNDRAISER



MERCY FOR  
ANIMALS





# 1

## DO THESE THREE THINGS AFTER STARTING A FUNDRAISING PAGE

**MAKE A DONATION TO YOUR OWN PAGE.** People are more likely to donate when they see that someone has already contributed. Donating some of your own money also demonstrates to potential supporters that you are serious about helping farmed animals.

**PERSONALIZE YOUR FUNDRAISING PAGE.** Add your own text, pictures, or video. Remember, potential donors may be interested in the cause, but many are primarily interested in you. Make sure to tell them why you're involved and how you're connected to the cause (it doesn't have to be long).

**INDIVIDUALLY EMAIL YOUR CLOSEST PEOPLE.** Ask them for donations first. Getting your "inner circle" to donate to your page will help you build some momentum. It's also good to start with the people you are most comfortable with (see next section).





## USE THE ONION METHOD

Think about your fundraising strategy like removing an onion's layers from the inside out. The best fundraisers start by asking their closest contacts first (the core) and then progressively work outward to more distant contacts (the outer skin).

### DAY 1: EMAIL 1

Send to five–10 very close contacts (family and one or two of your closest friends).

### DAY 2: EMAIL 2

Send to 10–15 close contacts (your entire circle of good friends).

### DAY 3: EMAIL 3

Send to as many contacts as you feel comfortable emailing (co-workers, friends of friends, distant relatives, your entire address book).

### DAY 4: SOCIAL MEDIA

Promote via social media to anyone who will listen.

## WHY ONIONS?

Your closest contacts are the ones most likely to donate, and they'll help establish a good foundation.

Studies show the closer to your goal you are, the more likely people are to donate.

So when your outer circles see the progress on your page, they'll want to be part of the "movement"!



## THINK ABOUT YOUR EMAIL AUDIENCE

There is no perfect formula for writing an email asking family and friends for donations, but here are some best practices to guide you:

### WRITING A GENERAL EMAIL

- Start by explaining your connection to the cause and why it matters to you. Describing how the cause has touched your life is probably the most important part of your message.
- In a sentence or two, explain the good work Mercy For Animals is doing to advance the cause. This helps potential supporters understand where their money would go and what it would be used to accomplish.
- Be clear about what you seek; directly ask for financial support.
- Include a link to your fundraising page.
- Thank your contacts for their time and support.

### WRITING TO YOUR CLOSEST CONTACTS

- You know your closest contacts well, so don't feel you have to stick to a set form. If a one-line message would work, be brief; if a longer personal message would be best, write one.
- Include a direct request for support and a link to your fundraising page at the end of your message.

### ALWAYS REMEMBER

When writing to your contacts, just be yourself. If something feels forced or inauthentic, scrap it.



## MAKE THE MOST OF SOCIAL MEDIA

Start fundraising through Facebook and Twitter after you've sent your first batch of emails.

**GET YOUR TAG ON.** Start on Facebook by tagging and thanking those who have already donated. When you tag someone, your post is shared in that person's activity feed, as well as in yours. This helps show that people are donating to your page. Remember, success breeds success!

**SET INTERNAL GOALS.** Plan to raise \$200 in one week, \$400 in two. Use your social media accounts to update followers on your progress and ask for help reaching the next goal.

**DON'T MAKE EVERY POST AN "ASK."** Share encouraging news about the cause.

**CONSIDER GIFTS.** Provide gifts to friends and family who've helped you reach your goal. Have a raffle or offer prizes for certain giving levels. These don't have to be anything extravagant, just a token of your appreciation.

### EMBEDDED SHARE

Share buttons are right on your page—don't forget to use them!



# 5

## FOLLOW UP

By setting internal goals you accomplish two things. First, you feel more urgency when asking friends and family for support. Second, you give yourself a reason to follow up.

### USE GOALS AS A FOLLOW-UP TOOL

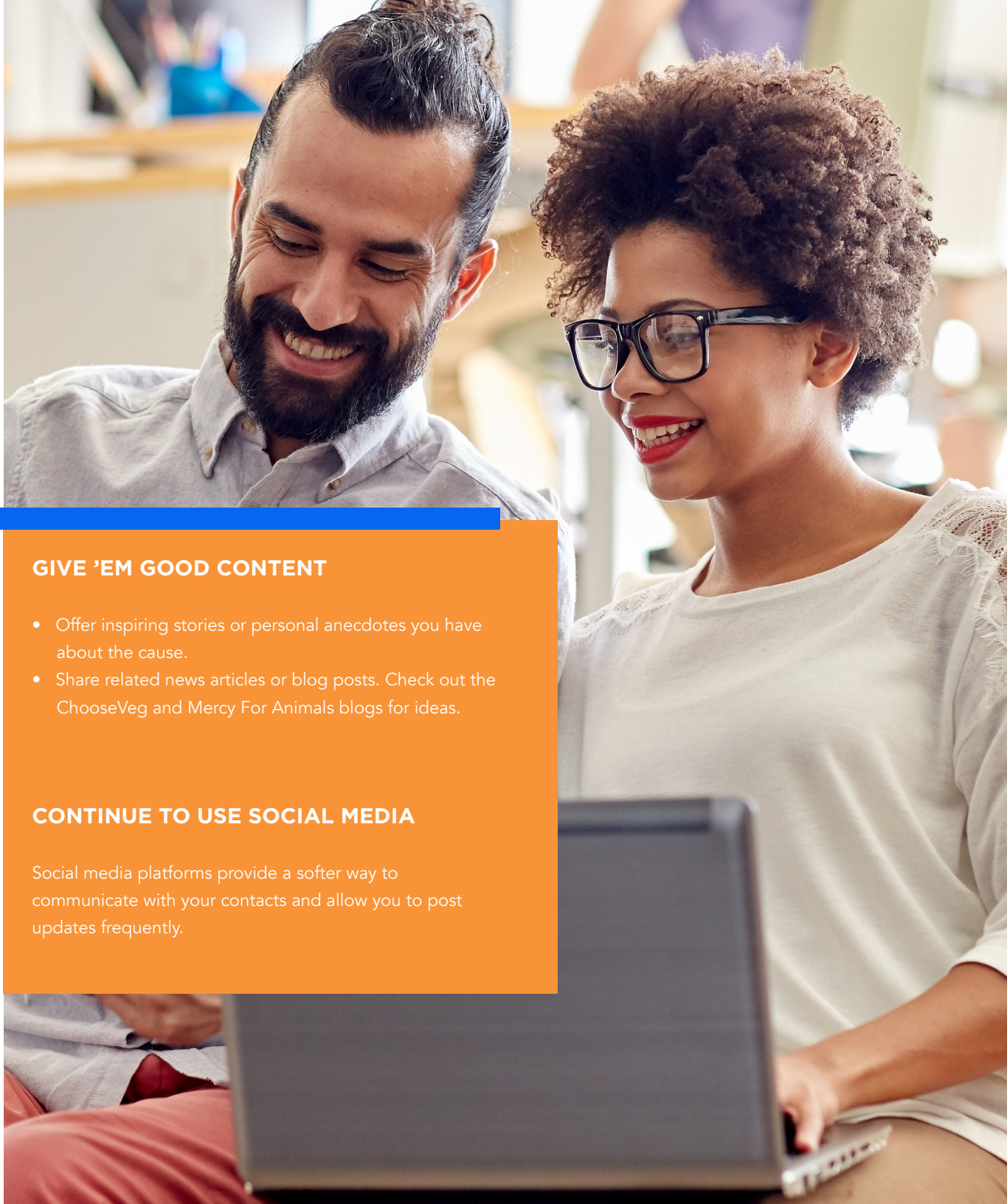
- Reach out to nonresponders as you approach an internal goal. Remember, people can easily miss or skip over your initial message!
- Include progress updates in your follow-up messages.

### GIVE 'EM GOOD CONTENT

- Offer inspiring stories or personal anecdotes you have about the cause.
- Share related news articles or blog posts. Check out the ChooseVeg and Mercy For Animals blogs for ideas.

### CONTINUE TO USE SOCIAL MEDIA

Social media platforms provide a softer way to communicate with your contacts and allow you to post updates frequently.





## CONSIDER STARTING A TEAM FUNDRAISER

Teams are great for boosting exposure and donations, from participating together in a race or walk to just fundraising online as a group. Here are some tips for building a successful team:

**RECRUIT.** After you create your team fundraising page, you need to recruit team members. You can start by emailing or calling the people you think might be interested in joining. Follow that with a few requests through Facebook and Twitter.

**START WITH A THANK YOU.** As people join your team, send them a quick email to thank them for joining and helping the cause.

**COME UP WITH A GOAL.** When you've got most of your team members signed up, determine a reasonable team fundraising goal. You can do this on your own or with help from team members.

**KEEP COMMUNICATING.** Send an email to the group thanking them again and communicating the team goal. Then, to keep everyone engaged, send periodic updates about the team's progress and encourage members to share ideas.

### BE YOUR TEAM'S NUMBER ONE FAN

Be optimistic and supportive as you work together toward the goal.



# HOW TO BE A SUCCESSFUL FUNDRAISER

**1**

**BELIEVE IN  
THE CAUSE**

**2**

**COMMIT TO  
SUCCESS**

**3**

**GET CREATIVE  
AND HAVE FUN**

