CONSERVATION NATION

PRESENTS

6 Steps to Being a Successful Fundraiser



MAKE A DONATION TO YOUR OWN PAGE. Other people are more likely to donate to your page 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 wildlife conservation.

PERSONALIZE YOUR FUNDRAISING PAGE. Add your own text, pictures, or video. Remember, your potential donors will be interested in the cause, but they are primarily interested in you. Make sure you tell them why you are getting involved and what your connection to saving animals is (it doesn't have to be long).

INDIVIDUALLY EMAIL 5-10 CLOSEST PEOPLE. Ask them for donations first. Getting your "inner circle" to donate to your

page will help you build up some momentum. It's also good to start with the people you are most comfortable with (see next section!).

out. The best fundraisers start by asking their closest contacts first (the core) and progressively working outward to more distant contacts (the outer skin). DAY I, EMAIL #I Send to 5-10 very close contacts

Think about your fundraising strategy like an onion from the inside

(family and your closest friend or two). DAY 2, EMAIL #2 Send to 5-10 close contacts

(your entire circle of good friends).

DAY 3, EMAIL #3: Send to as many other contacts you feel comfortable sending a message to (co-workers, friends of friends, distant relatives, your entire address book, etc.).

anyone who will listen.

DAY 4, SOCIAL MEDIA: Promote via Social Media to

Why Onions? • Your closest contacts are the ones most likely to donate, and you're more likely

- to build up a good foundation of donations. • Studies show the closer to your goal you are the more likely people are to donate.
 - So when your outer circles see your page with some progress, they'll likely want
 - to be part of the "movement" too!

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

WRITING A GENERAL EMAIL:

- · Start by explaining your connection to animals and why they are important to you. Describing how conservation has touched your life is probably the most important element of your message. • In a sentence or two explain the good work Conservation Nation is doing to advance the cause. This helps potential
- supporters understand where their money would be going and what it would be used to accomplish. • Be clear to potential supporters about what you are looking for;
- make a direct 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 better than anyone. Don't feel like you have to stick to a predefined formula.

- If a one line message is going to work, go ahead and do that. If a longer personal message will work best, do that.
- Just make sure you include a direct request for support and a link to your fundraising page at the end of your message.

or inauthentic, scrap it.

ALWAYS REMEMBER:

When you're writing to your

contacts, just be yourself.

If something feels forced



people are already donating to your page (remember success breeds success!).

progress towards each goal and ask for people to help you get over the next hurdle. **DON'T MAKE EVERY POST AN "ASK".** Share inspiring news stories or other positive

SET INTERNAL GOALS. \$200 by one week, \$400 by two weeks, etc. Use your social media to update followers on your

EMBEDDED SHARE. If you're using our fundraising page, share buttons are right on your page!

CONSIDER GIFTS. Offer your own gifts to friends and family who helped you reach your goal. Or provide a raffle or prizes for certain giving levels.

It doesn't have to be anything extravagant, just a token of your appreciation.

anecdotes about the cause too!

CONTINUE TO USE



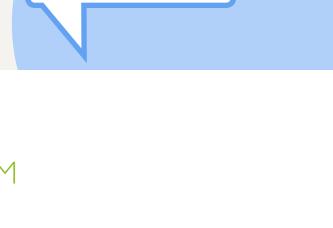
people can easily miss or skip over your initial email!

· And of course, include progress updates in your follow up messages. **SOCIAL MEDIA** is a softer

Consider including any inspiring stories or personal anecdotes you have about the cause.

GIVE 'EM GOOD CONTENT

- Or share related current events or blog articles.
- CONSIDER
 STARTING A TEAM
 FUNDRAISER



medium for communicating

with your contacts and it's more

acceptable to frequently

post updates in those channels.

you are just fundraising online as a group. Either way, here are some starting tips for creating a successful team: RECRUIT. After you create your team fundraising page, you need to recruit your team members. You can start by emailing or calling the people you think might be interested in joining you. Follow that up by making a few requests through Facebook and Twitter:

Fundraising teams range in formality. If you're running a race or doing a walk together, there will probably be a bit more involved than if

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

can do this on your own or after getting feedback from team members (either way, just use your best judgement about what is achievable). KEEP COMMUNICATING. Send an email to the

COME UP WITH A GOAL. When you've got most of your team members signed up create a reasonable team fundraising goal. You



encourage people to share ideas about what's working best. **BEYOURTEAM'S #I FAN.** Be supportive and send along words of encouragement to team members as you work towards the goal.

group thanking them again and communicating the team goal. Then send periodic updates about the team's progress (this prevents slacking and keeps everyone committed) and

WHAT IT TAKES TO BE A

SUCCESSFUL FUNDRAISER Fundraising can seem daunting at first, but we want you to know we always have your back. And remember, there's

> wildlife conservation alive! Need additional help, or have questions?

> CONTACT US: info@conservationnation.org

a reason you began this journey, so keep the mission for



Conservation Nation.org