

Fundraising Tips

Here are a few decent tips to help you in your fundraising process...

Tip #1: Make sure your fundraising page is so compelling that your supporters feel like they can't leave without donating. Get personal with your story; explain why you're fundraising, what their money will do for your cause, etc. Add lots of pics and videos. The more well-rounded your page, the better your page will perform.

Tip #2: Make the first donation. After your fundraising page is all set up, make the first donation. Make sure it's an amount that you think your supporters will respond to. It sets the tone for your fundraiser and people like seeing that you're supporting your cause as well.

Tip #3: Set a fundraising goal. Supporters like to help you work towards something and, it gives you something to message about during the course of your campaign. Sending out an email when you're at 50% of your goal is super motivating and allows everyone to see how their donations are impacting your cause.

Tip #4: When you get a donation, you'll get a donation alert. Make sure to use the Thank You tool on Crowdrise to immediately thank your supporters. If they feel like their donation is appreciated, they will be more likely to give again. And again.

Tip #5: Reach out more than once. Email and use social networks to ask supporters to give again and again. Keep them posted on your goals, where their money is going, how it's helping and what it means to you personally. Be relentless. It's for a good cause.

Tip #6: Think outside the box. You don't have to just ask people for a donation. You can do something fun too. Have a cook-off, a roller skating marathon or organize a sports game. Stand out by setting a theme to your event. People are more likely to remember a baseball game if the teams are dressed in cycling jerseys and helmets than regular uniforms.

Tip #7: Rewards. Give your donors an unconventional reward for their donation. Take a photo on the ride holding a sign with the top donors photo or commit to riding in an outfit of their choice.

Tip #8: Take advantage of significant dates. Have a birthday coming up or a special anniversary? Ask for donations to your ride rather than a gift. Or ask people to donate \$14 on Valentine's Day in honor of their love!

Tip #9: Get organized! Make a list of all the different social groups you're a part of, both online and off: church groups, coworkers, classmates, and ask them for their support. Sometimes support can come from unexpected places.

Tip #10: Have fun!