



**GUIDE to SUCCESSFUL
FUNDRAISING**

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We find that the most successful fundraisers are those who aren't afraid to ask their friends and family for support—they will want to help you because this cause matters to you!

Filling out this worksheet will help jog your memory.

Make a Phone Call to:

1. Parents _____

2. Sisters _____
3. Sisters-in-law _____
4. Brothers _____
5. Brothers-in-law _____
6. Aunts/Uncles _____
7. Cousins _____

8. Children _____
9. Nieces/Nephews _____
10. Grandparents _____

Send an Email to:

11. Accountant _____
12. Attorney _____
13. Babysitter _____
14. Dentist _____
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15. Chiropractor _____
16. Landlord/Manager _____
17. Real estate agent _____
18. Physical therapist _____
19. Physician _____
20. Wedding planner _____

Drop Off a Letter to:

21. Pet Groomer/Vet _____
22. Drycleaner _____
23. Florist _____
24. Barber/Stylist _____
25. School _____

26. Supermarket _____
27. Manicurist _____
28. Bartender _____
29. Gym/Yoga Studio _____
30. Pharmacist _____

Others you might call or email:

31. College friends _____
32. Fraternity friends _____
33. High school friends _____
34. Facebook friends _____
35. Children's friends _____
36. Children's teachers _____
37. Neighbors _____
38. Parents' friends _____
39. Former Co-workers _____
40. Coach(es) _____

Maybe you know people from:

41. Work _____
42. Bowling League _____
43. Gym or Yoga _____
44. Childcare _____
45. Place of Worship _____
46. Coffee house _____
47. Neighborhood Café _____
48. Camp _____
49. Golf Course _____
50. Favorite Restaurant _____

Don't forget....

51. YOU can make a Personal Donation!

WHAT to SAY

There is so much power in the written word, don't be shy, make it *personal and relatable*.

1. **Create a list of EVERYONE you know using our memory jogger.** Don't say "no" for anyone by assuming that they can't or won't support. Send them the letter or email and let them decide. Do not hesitate to include casual acquaintances, as they will understand that you are seeking donations for a worthy cause.
2. **Ask. Include a call to action.** Don't just tell them what you are doing, ask for their help. Include your personal fundraising goal in the text, and suggest giving levels based on what you think your potential supporter can afford to give (Donate \$50 to support an end to homelessness). Do not diminish your request by being apologetic or by saying something similar to "I hope you can donate something".
3. **Make it personal.** If mailing, hand address the outside envelope and hand sign each letter. For emails, don't send a mass email with everyone's address showing. It may take more time, but sending individual emails will make potential donors feel special. Write a short personal note to those you don't see regularly, i.e., "Mary, I hope this finds you doing well!"
4. **Put your HEART into it.** Let them know why you're fundraising. This cause is important to you- share why. Don't include too many facts and figures; instead include your personal story of why you have taken on this task. *Someone will donate to you because they know you*, and want to support your efforts.
5. **Make it easy to donate.** Include a link to your personal fundraising page you created on the Firstgiving.com online registration site and encourage online donations. If mailing, include a return envelope for them to send their donation to you. Label the envelopes with your address. It's also nice to include a stamp on the return envelope. If they will be attending an event, instruct them to bring a check payable to the Lowell Transitional Living Center.
6. **Set a deadline.** People are always motivated by deadlines. We recommend that you set a deadline earlier than the event date. This way you can assess your fundraising and revise your plan if needed before the actual deadline.
7. **Send a reminder.** Keep a list of those who send in donations. Send a reminder to those what have not yet donated. Include fundraising updates in your reminder. Let them know that fundraising is going well, but you still have a bit farther to go. Sometimes, reminder letters are more successful than original letters for bringing in the money.
8. **Send a "thank you" card.** "Thanks" is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter the amount. Staying in communication develops a rapport that will have many added benefits, from closer bonds of friendship to continued support for future efforts.

Just in case you need a little help...

Sample team stories for you to use as inspiration just in case you aren't sure how to personalize your message:

-Generic Copy/Paste example-less personal-

Dear <FRIENDS/FAMILY> or better <NAME>,

I will be participating in the 2018 Steps to Home Walk & Ice Cream Social on May 12th at Mill No. 5 in Lowell, Massachusetts. The purpose of the walk is to help fund Lowell Transitional Living Center and their services that save lives and give hope to people experiencing homelessness.

We have all had the experience of seeing someone sleeping on a sidewalk, huddling in a stairway in the rain, living in a tent, or keeping shelter under a bridge. We see this fellow human being from the comfort of our cars and wish we could do something. Sometimes it feels like the problem is too big and complicated, and that there isn't really anything we can do.

We do have the power to make a lasting gift to that person.

Lowell Transitional Living Center (also known as LTLC) offers food, shelter, housing, and healthcare to people experiencing homelessness right here in our own community. Caring LTLC Case Managers help each person reclaim their lost identity, reunite with family, and take control of their finances while living in stable transitional housing. LTLC former guests can even receive continued care long after they move into their own homes.

We CAN all make a difference for someone experiencing homelessness right here where we live. LTLC helps people all throughout the Merrimack Valley — Tewksbury, Wilmington, Dracut, Chelmsford, and all the other towns in the Greater Lowell area.

Please help me and my walk team, <NAME OF YOUR WALK TEAM>, support the Lowell Transitional Living Center by contributing to the 2018 Steps to Home Walk. All donations are 100% tax deductible.

<Link to your fundraising page or include a return envelope if mailing>

Sincerely,

[YOUR NAME]

-Personal example-

Dear <NAME>,

I will be participating in the 2018 Steps to Home Walk & Ice Cream Social on May 12th at Mill No. 5 in Lowell, Massachusetts. The purpose of the walk is to help fund Lowell Transitional Living Center and their services that can give hope to someone experiencing homelessness.

Homelessness touches everyone who ever knew that person who is suffering. My former classmate and best friend began showing signs of mental illness and then disappeared just last year. I managed to eventually track her down only to find her living on a sidewalk in Boston using a sewer crate to keep warm. I'm happy to report that she finally accepted help and is back with her family. I know that my participation in events like the Steps to Home Walk can help someone like her, and this is an opportunity for my friends and family to also take action and make a difference.

Please help me and my walk team, <NAME OF YOUR WALK TEAM>, support the Lowell Transitional Living Center by contributing to the 2018 Steps to Home Walk. All donations are 100% tax deductible.

<Link to your fundraising page or include a return envelope if mailing>

Sincerely,

[YOUR NAME]

SOCIAL MEDIA, Your Fundraising Friend

As we all know social media has become one of the most powerful outlets in today's world. We encourage you all to utilize it to help you succeed in your fundraising efforts. We have included some sample messages you can post to your Facebook profile, Twitter page, or LinkedIn profile. Social media networks reach far more than a phone call or email will and we know you can make a difference reaching out to yours!

Message One, after registration:

I've registered for the 2018 Steps to Home walk event. I walk because <insert your reason for walking> and I'm asking for your support. Visit my webpage to learn more <insert hyperlink to your personal page here>.

Message Two:

Did you know this past winter more than 500 individual people had to sleep in LTLC's emergency beds they had no place else to go? I'm raising funds to do something about that. Visit my webpage <insert hyperlink to your personal page here> to learn more and support my efforts.

Message Three:

I'm half way to my goal, and only need \$____ more to reach it! Will you help me? <Share your personal reason for walking here> Visit my page and make your donation today <insert hyperlink to your personal page here>.

Message Four:

It's only two weeks before this year's Steps to Home walk event and it's only TOGETHER that we can make a difference in the lives of those who live on the streets in our community. All of the funds raised will support LIFE SAVING services. Please support my efforts and visit my personal webpage to learn more. <insert hyperlink to your personal page here>.

Message Five, after walk:

Thank you so much to everyone who supported my efforts to raise money for the Lowell Transitional Living Center. The walk was this past weekend and we had a fabulous time! I was able to raise <\$> and be a part of <#of walkers> who raised a total of <\$total of walk>! Thank you for your help!

Walk results are posted to LTLC's Facebook page @LowellShelter, on the LTLC.org homepage blog, and the e-newsletter (go to LTLC.org to get on the mailing list!)

Key Points to Remember when utilizing Social Media:

1. Always include a link to your personal fundraising page.
2. Don't be afraid to post frequently. Remember how quickly messages end up on the next page with everyone sharing their own statuses. Make your posts regular and frequent.
3. Publicly thank your donors on your page: "Thanks to Jane Doe for her donation. Your support is so appreciated!"

Include a link to your fundraising page in your email signature:

I'm participating in this year's Steps to Home Walk to end homelessness in Greater Lowell. Visit my page to learn more and support my efforts <insert your hyperlink here>.

HOST an EVENT to raise extra money for your team!

Fundraising can be a lot of fun and there are many easy ways to raise money. We want you to enjoy your experience so we've provided a few great ideas to jump start your efforts!

Some of these ideas are quick and easy, some might take more time, but they will all be worth the investment you make! Feel free to get creative.

Coordinate a "Dress Down Day"

At your office, ask colleagues to donate \$5 to your fundraising efforts and then as a reward work with HR to ensure that everyone who donates can dress casually on the designated day!

Corporate Matching Gifts

Corporations will often match gifts given to you by employees. This is a great way to double or triple your fundraising efforts. Contact your HR Department for more information. Ask each donor if their company matches charitable donations.

Spaghetti Dinner or Potluck

Host a spaghetti dinner or potluck in conjunction with your school, work, and faith-based or neighborhood organization. Don't forget to put out a donation jar for those who stop by and don't purchase anything.

Go Greek

Contact your local sorority/fraternity chapter and tell them that you are an alum (we're assuming you'll have to prove this with some sort of secret handshake). Ask them if they would do one of their philanthropy/charity events for your cause.

Concession Stand Take-Over

Many sports venues and high school stadiums allow groups to work the concession stand to raise funds for charity. Look into the arenas near you. Or, if your child's little league does not have a concession stand, ask if you can sell water and treats!

Restaurant Night

If you have contacts at a local restaurant or bar, or even if you are just a frequent customer, see if they would let you plan a special dinner night. Many local restaurants donate a certain percentage of their sales to charity on designated evenings.

Bake Sale

Bake sales are classics for a reason. They are an inexpensive way to raise money for a cause by tempting people to donate in exchange for tasty treats.

and finally, Set a **fundraising goal** and then create a plan to help get you there.

Here is one example:

Say your goal is to raise **\$1,000**

- Email all of your close relatives asking for \$50 each.
- Ask 5 friends in person for \$20 each.
- Ask HR to send a group email to co-workers asking for \$15.
- Send letters to everyone who came to your wedding and make sure to include a return envelope with instruction to **write checks out to Lowell Transitional Living Center** with 2018 Steps Walk and/or your team name in the memo line.
- Have a bake sale at your next church or school event.
- Sponsor yourself and make a donation.

>> **Don't forget to tell everyone there will be ICE CREAM!!!**



Lowell Transitional
Living Center

A MULTI-SERVICE AGENCY