

Tips For a Successful Fundraiser

Personalize Your Appeal: Personalizing your fundraising page is the key to successfully meeting your fundraising goal. A successful fundraising page includes a picture of you along with a personal message talking about why the cause is important to you personally.

Get Your Fundraiser Started: It's no secret that most people don't like being first. That's why it's always a good idea for you to be the first donor on your fundraising page. In addition to seeding your campaign, you have the opportunity to set a standard for contribution size. People are more likely to donate in the same range or those who have already donated.

Reach Out Personally: Most people want a personal invitation to support you. Send personal email or texts or make phone calls. Research has shown that most donors give because the cause is important to the fundraiser. Tell your story and why this case is important to you.

Follow Up: In this day & age of limited attention spans, making sure that you're driving donor's action is extremely critical. This step is often what differentiates a great fundraiser from a good one.

Post On Social Media to Maintain Momentum: Given the passive nature of social media interactions, fundraising appeals on platforms like Facebook work in limited cases. That said, you should leverage your social media networks to maintain momentum. Thanking people for their contributions, posting pictures or videos from your activities with the organization, asking friends to share/re-post your appeal and seeking more donations are pretty effective.

Send Timely Thank You Notes: Make sure you thank people who are making donations for you in a timely manner. Don't wait for the campaign to end.

Close The Campaign Strong: During the last few days of the campaign, send out reminders letting everyone know that the fundraising campaign is ending soon. Subject lines with "last 48 hours to go" or "1 more day to make an impact" have been found to be effective in getting procrastinators to take an action.

Wrap It Up: At the end of the campaign, send a final thank you email to all the donors with your final fundraising stats. This step is critical for retaining your donors for future fundraisers you might participate in.

Raise \$250 In One Week

| Day 1-\$25 | Day 2-\$40 | Day 3-\$45 | Day 4-\$60 | Day 5-\$50 | Day6-\$30 | Day 7 |
|------------------|----------------------------|----------------------------|------------------------------|-----------------------------|----------------------------|----------------------------|
| Sponsor yourself | Ask two relatives for \$20 | Ask three friends for \$15 | Ask four co-workers for \$15 | Ask five neighbors for \$10 | Ask your spouse or partner | Celebrate your achievement |

Program Cost: When asking for specific donations it is helpful to state what the donations will pay for. Here is a guide to help ask for pacific donations.

- \$10 – Provide a 30 minute presentation about CASA for recruitment purposes.
- \$15 – Screen one volunteer. This pays for background checks, reference checks and a personal interview with the potential volunteer.
- \$20 – Provide on person a one-hour in-service training.

- \$30 – Provide one training manual.
- \$150 – Provide pre-service training to one person.
- \$600 – Provide 6 months of support for one child and advocate match.
- \$1200 – Provide 1 year of support for one child and advocate match.

Tell The CASA Story: Advocates make a difference in so many ways. Here are some talking points when telling others why the CASA program is so important.

- Making connections is one of the most important steps in building resiliency in children. An advocate provides this connection and promotes the other factors of resiliency; helping others, maintaining a daily routine, self-care, goal setting, nurturing positive self-view, maintaining a hopeful outlook, self-discovery and accepting change.
- CASA Volunteers often advocate for children for 2-5 years while the child experiences several foster parents and case workers come in and out of their lives. CASA volunteers provide stability.
- CASA Volunteers give the child a voice. They communicate the child's wishes to the Judge and other professionals.
- Success stories:
http://www.casaforchildren.org/site/c.mtJSJ7MPIsE/b.7789821/k.8A59/Lives_Changed_Youth_Stories.htm

Sample Fundraising Letter/Email

Dear _____,

I am writing to tell you about an important event in which I am participating. I am participating in StepUp for CASA. I will be taking <insert step goal> on November 27th to help create awareness and raise money for CASA: A Voice for Children, Inc. Will you join me? I know it will be a lot of fun and together we can make a difference.

Go to <http://www.9thcasa.org/step-up-for-casa.html> for more details about the event and to register.

If you cannot participate, please consider sponsoring me. Visit my personal fundraising page <insert URL> or contact me personally to donate. Proceeds from StepUP for CASA will be used to recruit, train and support volunteers to advocate for abused and neglected children in the State's custody. The mission of CASA: A Voice for Children is to mission to provide specially selected and trained community volunteers to advocate for abused and neglected children in the pursuit of safe and permanent homes.

Thank you for supporting me & CASA: A Voice for Children!