

# 6 TIPS FOR SUCCESSFUL ACTIVIST FUNDRAISING

## 1 TELL YOUR STORY

Communication is key and passion is power. Tell your visitors why you are fundraising and what direct positive effect their support will have. Better yet, add a YouTube video!



## 2 CHALLENGE YOURSELF

Projects that are wacky, fun, entertaining and include an element of daring are always more successful when fundraising. How far would you go for a donation?



## 3 SHARE YOUR PROJECT LINK

Have you informed your friends, family and colleagues? Spread the word about your project through personal emails, word of mouth, Facebook, Twitter and blog. Always include a link to your project page.



## 4 THANK YOUR DONORS

Keep your online donor community motivated by taking the time to thank each donor individually when a donation is made to your project. Donor appreciation often leads to more donations!



## 5 PROVIDE REGULAR UPDATES AND KEEP ASKING

Let your followers know how your fundraising project is doing, whether it is about preparing for a race or having reached an important milestone. Always include an ask in your update!



## 6 MOBILISE YOUR NETWORK

As the saying goes, "1 plus 1 equals 11". Maximise the visibility of your project by asking your network to campaign on your behalf and also spread the word about it!



## THIS IS WHAT SOME OF OUR SUCCESSFUL ACTIVISTS RECOMMEND...

"I have a blog and obviously used its reach to bring awareness to the cause. I have used my social media channels, emailed friends and business contacts and, most importantly, followed up repeatedly."

Ana Silva O'Reilly  
Raised 2,370 GBP

"I think communication is key. Keep it exciting, colorful and informative. Don't spam your potential donors but keep them interested and engaged. Also explore all avenues of communication, from email to Facebook and word of mouth."

Leigh Michelmore  
Raised 2,850 CHF

"Learn as much as you can about the charity you're fundraising for before you begin promoting your Activist project. Your passion will show through, and that will get donors most excited!"

Ashlet Chalmers and Carolyn Godfrey  
Raised 1,510 USD

"I kept donors up to date on my training races leading up to Comrades and counting down the days. I posted photos and status updates every few days."

Terry Deats  
Raised 37,080 ZAR