

9 Tips for Fundraising Success

1. Personalize your fundraising page & messages

Your friends & family are going to give because of you! Make sure your page represents you from the moment the link is clicked. Add your own photos & videos– do you have one of you a #KGHkid? Change up the stock messages so e-mail sounds like it's coming from you.

2. Set an ambitious but realistic goal

Putting a dollar figure on your efforts helps your donors to feel they're helping you reach your goal and keep yourself accountable.

3. Share your story

If you have a personal story about what motivated you to fundraise for KGH, share it. It will help inspire your friends & family to give generously and let them know the impact their gift will have.

4. Make a donation to your own page

This demonstrates that you have faith in the cause and the organization. People are also more likely to donate if someone else has already contributed.

5. E-mail your top 5 friends

Start where you're comfortable and send out a request for support to your closest friends. This will get some momentum going and make your page look even more successful. Don't forget to explain why you're involved and include the link to your personal page!

6. Ask away!

You won't get a gift if you don't ask. Brainstorm the different contact groups you're comfortable e-mailing directly – friends, family, coworkers, sports teams – and send away. Don't be afraid to send follow-up e-mails either.

7. Promote via social media

Don't forget to share your fundraising page link through your social media channels. You might strike a chord with someone you didn't contact directly. And it's a quick & easy way for your friends and followers to give.

8. Thank everyone who gives

Most importantly, make sure you thank those who support your efforts. A simple one line note of thanks or a mass update when you reach your goal will go a long way in making your donors feel appreciated.

9. Ask questions

Finally, don't be afraid to ask for help – that's what we're here for!