



# Fundraiser Check List

## Set a Goal

- I will raise & \_\_\_\_\_ by this date \_\_\_\_\_.
- I will contact \_\_\_\_\_ people in order to reach my goal.  
For example, Mary needs to raise \$3,000 for her cause. She estimates the average contribution will be \$50. If 50% of the people she contacts contribute, she will need to contact 120 people to meet her goal.

## Customize your Personal Webpage

- Upload a personal photo.
- Create a message connecting yourself to your cause.

## Manage Your Address Book

- Enter or upload all your email addresses into your Active Giving address book.
- Keep track of who you've emailed and when.

## Email Everyone!

- Send an email to all family and friends, asking them to contribute.
- Email local businesses that might be interested in your cause. Ask them to sponsor you.
- Send an email to your co-workers inviting them to contribute.
- As you receive donations, write thank you emails.

## Input all Offline Donations

- Enter offline donations into your fundraising headquarters.
- Remember to collect email addresses from offline donors.

## Tips for a Successful Email Campaign

- Make it personal. Briefly explain why this cause is so important to you.
- Your subject line should be simple and cause-related.
- Be sure to include the link to your fundraising page, and make it stand out.
- Educate your donors on your cause and stress the benefits of contributing.
- Always ask contacts to forward your email to others.
- Ask often and ask big!
- Keep donors updated on your progress.

