

# ADVICE FROM TOP FUNDRAISERS

## What are the things you've done to be successful in your fundraising that you would recommend to a fellow teammate?

- Make it apparent that this event is very meaningful and important to you
- Put serious time into developing your fundraising page
- Email people individually and try to make each email personal
- Drafting letters to be audience specific. To be successful you'll have to communicate differently with elders than are with friends. By this I mean elders want to donate to an organization that's well established and trustworthy. Providing them info like "last year was the 40th annual JOH and we raised over \$650,000" is something they want to hear.
- Timing when sending letters. Send out letters when people have the time to look at them and learn what you'll be doing this summer. Best time is over breaks for student friends I found out
- Keep track of who you send letters to and what they're response is. After a period of time, don't hesitate to reach out to them again if they don't respond the first time (this letter should be different than the first one with a different tone of voice)

## What has been the easiest thing about fundraising?

- Asking people for money. This may seem strange, but you should be proud of this massive commitment and should be excited about spreading the word and raising awareness for individuals with disabilities.
- Being passionate about it. If you can communicate your passion to the recipients of your letters they'll be more likely to donate and support, you.

## What has been the hardest thing about fundraising?

- The hardest aspect of fundraising is simply waiting for people to donate. I've often wondered if someone saw an email or accidentally deleted it because I never received a confirmation or response. Most of the time these people ended up donating a week or two later.
- Being patient. Timing is key and it's hard to wait sometimes but if you rush and are sending out reminders for people to donate then they may get annoyed
- Drafting letters. I spent a long time drafting letters, getting it proof read by someone else, getting their prospective, and editing. You want a letter that communicates the right idea.

## **What advice would you give to someone who hasn't hit their stride just yet with fundraising?**

- Make sure you're putting in the time and a solid effort. If you are doing those two things, just keep with it, and the donations will start flowing in!
- Be persistent but be patient. Start sending out those letters and keep track. It may be a good idea to ask elders first (since they tend to donate more) so you can get up to that 20% mark and then take it to social media. Let your friends know that you'll be reaching out for fundraising support soon and provide the link if anyone wants to donate at the time. When people know of what you're doing before you ask them for money they're more likely to donate.
- When asking for donations from friends, you may want to put a monetary value for what you're asking. But when it comes to asking elders for donations, leave it open ended!!!