



Tips for Fundraising Success

1. MAKE A SELF-DONATION

Donate to your own fundraiser to get the momentum started and set the tone for your fundraiser. Fundraisers who make a self-donation are proven to raise more than those who don't.

2. MAKE IT URGENT

Create a sense of urgency by setting an overall fundraising deadline that is just a few weeks or months away. The sooner the deadline, the more urgent the call to action.

3. USE SOCIAL MEDIA

Direct donors to your fundraising page on social media. By linking directly to your fundraiser you make it easy for them to donate, and their gift can be just one click away.

4. FOLLOW UP

Haven't heard back from someone you asked for a donation? Reach out again! We're all busy, and a reminder can help ensure that you don't lose any opportunities. Be sure to include a link to your personal page!

5. PURSUE MATCHING GIFTS

Many companies have matching gift programs that will match all or part of their employees' donations to charitable organizations like CARE. Programs vary by employer, so ask your donor to check with their Human Resources department to find out if they are eligible, or visit CARE's website at <http://www.care.org/matching-gifts>.

#WalkInHerShoes

care.org/walk