



Peer-Led
Community Support
for
Pregnancy, Infant &
Child Loss

Tips for Fundraising Success

Fundraising can be as simple as the people who surround you...friends, family, co-workers. If your workplace or business has a staff newsletter or magazine, write an article to motivate others to help you. A soft launch will give your event some campaign momentum to feel confident in the ask. People are more likely to give when you are closer to your goal, so it's beneficial to get a few key fundraisers started or a big donor signed on for your official launch.

Put your campaign front and center, make it impossible to miss! Use content relating to pregnancy and infant loss or Gardens of Grace on your social media accounts, change your profile and background pictures, put a call to action on Twitter, put campaign information on your homepage. Get started on **Facebook** by tagging the people that have already donated to you and thanking them for their donations. When you tag someone your post gets shared in your activity feed and the other person's activity feed too. This also sets the frame that people are already donating to your event (remember success breeds success!).

Don't make every post an "ask". Share inspiring news stories or other positive anecdotes about the cause too! Consider offering your own gifts to friends and family who help you reach your goal. It doesn't have to be anything extravagant, just a token of your appreciation.

Ask your head office for support. If there are different divisions or departments, approach them all! If you have workplace email, network with co-workers, spread the word, enlist their help...and what about companies your workplace does business with? Make sure your employer is okay with you contacting any affiliates, then explain to the suppliers or associates what your event and "ask" is. Support can come from surprising quarters!

What other groups, businesses or people do you interact with? Stores you do business with, the garage who fixes your car, your travel agent, your hairdresser! Make a list of all who you can think of from the past year. Visiting a business in person may work better than an email or letter.

Let your local radio station and newspaper know what you are doing. If you have a personal story that you are willing to share, editors may be interested in it for a community connection. Be enthusiastic, be informed! If you have any questions, we are only a phone call or email away, and will do our best to help.



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Tips for Fundraising Success (con't)

Know why you are holding your event...is it strictly for fundraising, or are there other goals as well? Maybe the main function is to gain publicity for Gardens of Grace, or to network. The details will depend on the goal.

If you have a target audience for your event, market towards them. Convince your supporters that Gardens of Grace and your event are worthy of their time and money. What other possible ways are there of "getting the word out"? Possible suggestions are networking, social media, email and text contacts and word of mouth.

If your event involves a sponsorship sheet, Gardens of Grace can provide a branded PDF for you to download and copy. Don't be afraid to be pushy! It is easier to collect money immediately from those who say they will sponsor you. Ask, "How much would you like to sponsor me for?" rather than "Will you...?"

Have donation-matching during your campaign. Approach potential partners, sponsors and big donors before launch. Choose dates or a maximum amount to be matched, then promote the goal through all your connections. Donation-matching can be an awesome way to push an event and gain excitement.

Donors want to know how their support will help. Linking your suggested donation sizes with a real-world impact reminds your audience that even a small donation can help educate, clothe, plant, support the memory making process. It also gives the donor a way to judge their purchasing power. It allows them to feel like they are making an informed "purchasing decision".

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|---|-------------|---|--|
|  | \$5/MONTH | = | OUTFIT A VOLUNTEER W/PPE |
|  | \$10/MONTH | = | INCIDENT MANAGEMENT TRAINING FOR 1 VOLUNTEER |
|  | \$25/MONTH | = | TOOLS, TACTICS & TECHNIQUES TRAINING FOR 1 VOLUNTEER |
|  | \$50/MONTH | = | DEPLOY A STRIKE TEAM |
|  | \$100/MONTH | = | BUILD A FORWARD OPERATING BASE |

In a sentence or two explain the good work the organization is doing to advance the cause. This helps potential supporters understand where their money would be going and what it would be used to accomplish.

Celebrate success! We all need positive reinforcement. If you have others lending a helping hand, it is especially important to celebrate important milestones and accomplishments along the way. It keeps everyone working

toward their goals. It is as important to compliment your volunteers for a job well done as it is to update and thank your donors for their generosity. One way to keep volunteers and supporters engaged are to set weekly goals, and use social media to keep everyone updated. And remember...HAVE FUN!