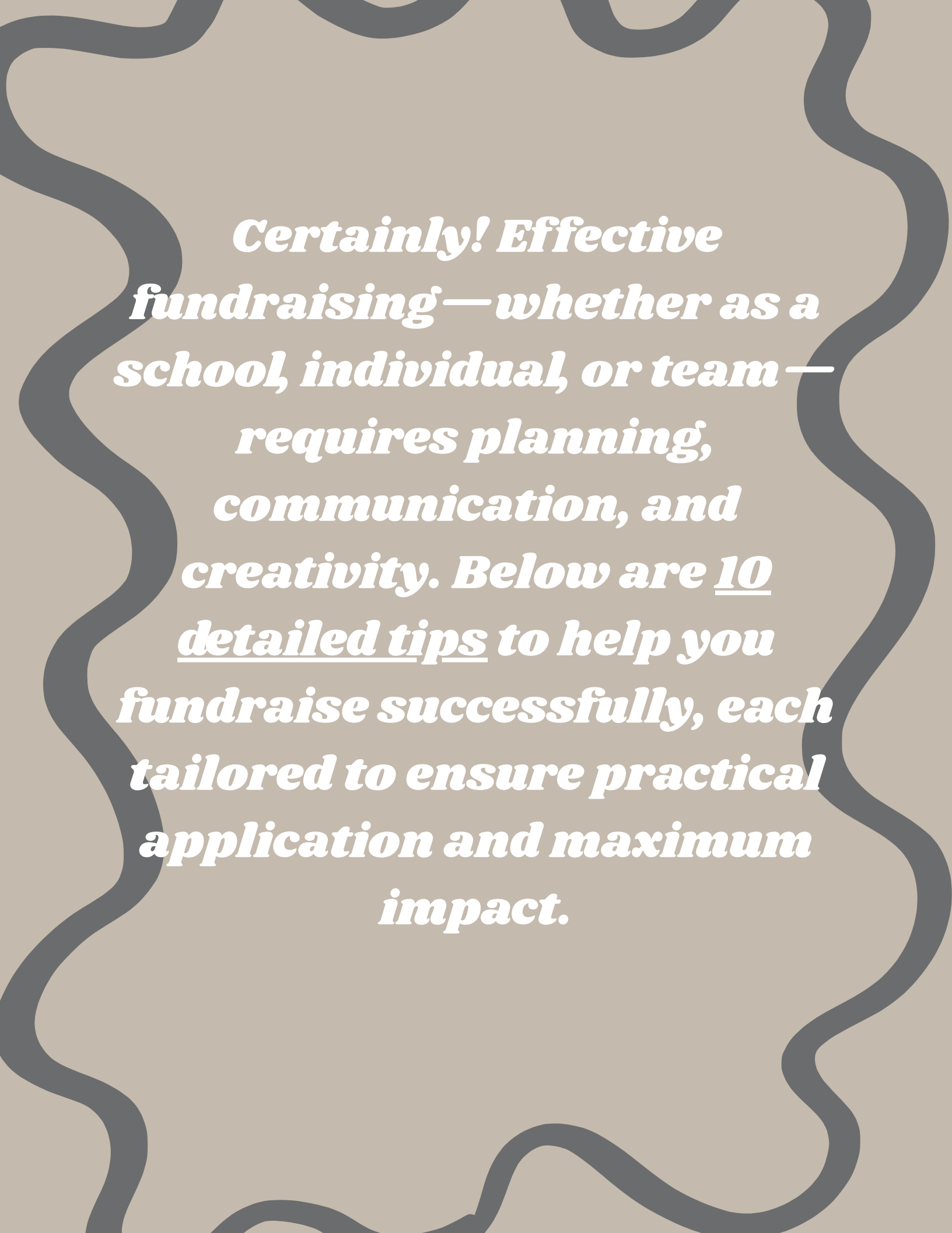




***10 TIPS ON HOW
TO WIN AT
FUNDRAISING***



Certainly! Effective fundraising—whether as a school, individual, or team—requires planning, communication, and creativity. Below are 10 detailed tips to help you fundraise successfully, each tailored to ensure practical application and maximum impact.

TIP #1

Set Clear, Measurable Goals

Why: People are more likely to contribute when they know exactly what they're supporting and what the target is.

How:

Define a specific fundraising goal (e.g., \$5,000 for new team uniforms).

Break down where funds will go —transparency builds trust.

Display a visual progress tracker (like a fundraising thermometer) on your website, social media and gathering room to show momentum.

TIP #2

Know Your Audience

Why: Tailoring your message to the interests of your target donors leads to better engagement.

How:

Identify key supporters (parents, alumni, local businesses, etc.).

Customize your message: For example, emphasize educational benefits to parents, community engagement to local businesses.

Use surveys or informal conversations to find out what motivates your audience to give.

TIP #3

Create a Compelling Story.

Why: Stories connect emotionally, which drives donations more than facts or logic.

How:

Share personal stories, testimonials, or outcomes — e.g., “This robotics club helped Alex get a college scholarship.”

Use photos, short videos, or quotes to make it relatable and human-centered.

Keep the message consistent across all platforms — flyers, websites, social media.

TIP #4

Use Multi-Channel Marketing

Why: Reaching people through various platforms increases visibility and donations.

How:

Combine email, social media, flyers, school newsletters, local news outlets, and community bulletin boards.

Schedule posts consistently (e.g., “Fundraising Friday Updates”).

Encourage team members or students to repost or share content to reach wider networks.

TIP #5

Make It Easy to Donate

Why: The more steps it takes to give, the more people drop off.

How:

Use the trusted online donation platform My Fundraising Place.

Include QR codes on flyers/posters linking to your selling/donation page.

Set up contactless payment options for in-person events or collections.

TIP #6

Offer Value or Incentives

Why: People love to feel like they're getting something in return, even if it's small.

How:

Offer perks: branded merchandise, shout-outs, or small prizes.

For schools or teams: create fundraising tiers (e.g., \$25 = thank you card, \$100 = name on banner).

Friendly competition can fuel amazing results. Have rewards/metals for top sellers or donors. Even a goal of a group rewards, ex. pizza party, movie day etc.

TIP #7

Leverage Peer-to-Peer ***Fundraising***

***Why: You multiply your efforts
when others fundraise on your
behalf.***

How:

***Ask students, teammates, or
supporters to create their own
mini-campaigns under your
main one.***

***Provide pre-written messages,
graphics, and talking points so
they can share on social media
easily.***

***Track which peer groups raise
the most to add a layer of
friendly competition.***

TIP #8

Partner with Local Businesses

Why: This taps into existing community support and increases your credibility.

How:

Ask businesses to sponsor your cause in exchange for advertising (e.g., logo on shirts or banners, cross advertisement).

Collaborate on fundraising events (e.g., a “dine-to-donate”, athletic event sponsoring the fundraiser&business).

Offer mutual promotion — feature them on your site/socials if they help your campaign.

TIP #9

Track and Celebrate Progress

Why: Recognition keeps sellers/donors engaged and encourages future giving.

How:

Send thank-you emails or handwritten notes after each sell/donation.

Highlight top donors or supporters publicly (with permission).

Celebrate milestones on social media (“We’ve reached \$1,000 thanks to YOU!”).

TIP #10

Conduct a Post-Campaign Review

***Why: Evaluating what worked
or didn't improves future
fundraising.***

How:

***Analyze which strategies sold
the most product or got the
most engagement.***

***Get feedback from your team
and donors through surveys or
meetings.***

***Document best practices and
lessons learned in a shared file
for future campaigns.***

BONUS TIP

Start Early and Be Consistent
Many campaigns fail because they start too late or lose steam halfway through. Plan well in advance, build in small weekly action items, and maintain momentum with updates and community involvement.
Would you like a downloadable checklist or template to help you organize your campaign?