



## ***Fundraising Tips***

1. **Get your fundraiser off to the right start.** Kick off your fundraiser by making the first donation to show people you care and to prompt others to follow your lead.
2. **Send personalized emails and make creative posts on social media to invite people to donate.** Make sure to include why you're fundraising and how their donations will support the Raymond A. Wood Foundation.
3. **Send written letters to your networks.** Handwriting notes takes time and effort – showing people you really care about the cause. It's a meaningful way to share information about Raymond A. Wood Foundation and to make a direct, personalized donation ask to your connections.
4. **Don't hesitate to send follow up emails.** Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.
5. **Make it a holiday fundraiser.** Invite your loved ones to donate in lieu of exchanging gifts around the holiday season.
6. **Partner with a local business.** Ask a business in your town if they can donate certain proceeds to your fundraiser, whether it be a "percentage night" or a certain menu item.

*Happy fundraising! Thank you for 'Moving For A Mission' with us!*

