



Fundraising Tips

FUNDRAISE NOW

1. SHOW THEM HOW IT'S DONE.

Be the first to make a donation to your campaign. It will let people know that you're committed to the cause and inspire others to follow suit.

2. WHY IN A PERFECT WORLD?

Make sure you tell family and friends why this matters to you. That is what they want to know. Personalize your page with your own text, pictures, and video.

3. START WITH YOUR INNER CIRCLE.

The people that know you the best are most likely to donate to your fundraiser. Send 10 of the people closest to you (family, best friends) a personal message to build up the excitement for what you're doing. Once you start progressing towards your goal, others are likely to support.

Once you've reached out to your inner circle, move towards 10-50 close contacts/good friends. From there, send to as many more people as you're comfortable – acquaintances, co-workers, friends of friends, basically anyone you know.

4. TIME TO POST.

Once you've sent your emails out, start posting to all of your social media accounts. Make sure to tag and thank people that have helped to spread the word and/or donated. It will inspire others to get engaged and to donate too. Make sure you tag @PerfectWorldFdn and post #inaperfectworld

5. FOLLOW UP!

Don't forget that people are busy and just might have overlooked or forgotten about your first email. You can send out follow up emails to update everyone on your progress and ask them to help you reach your goal.

6. KEEP THE PRAISE AND UPDATES COMING.

By now, word will have spread about what you're doing. Make sure you keep thanking those that have supported you and let them know about milestones as you reach them. It's also a good idea to share stories about the cause to keep people interested and inspired.