

# How to create a successful fundraiser

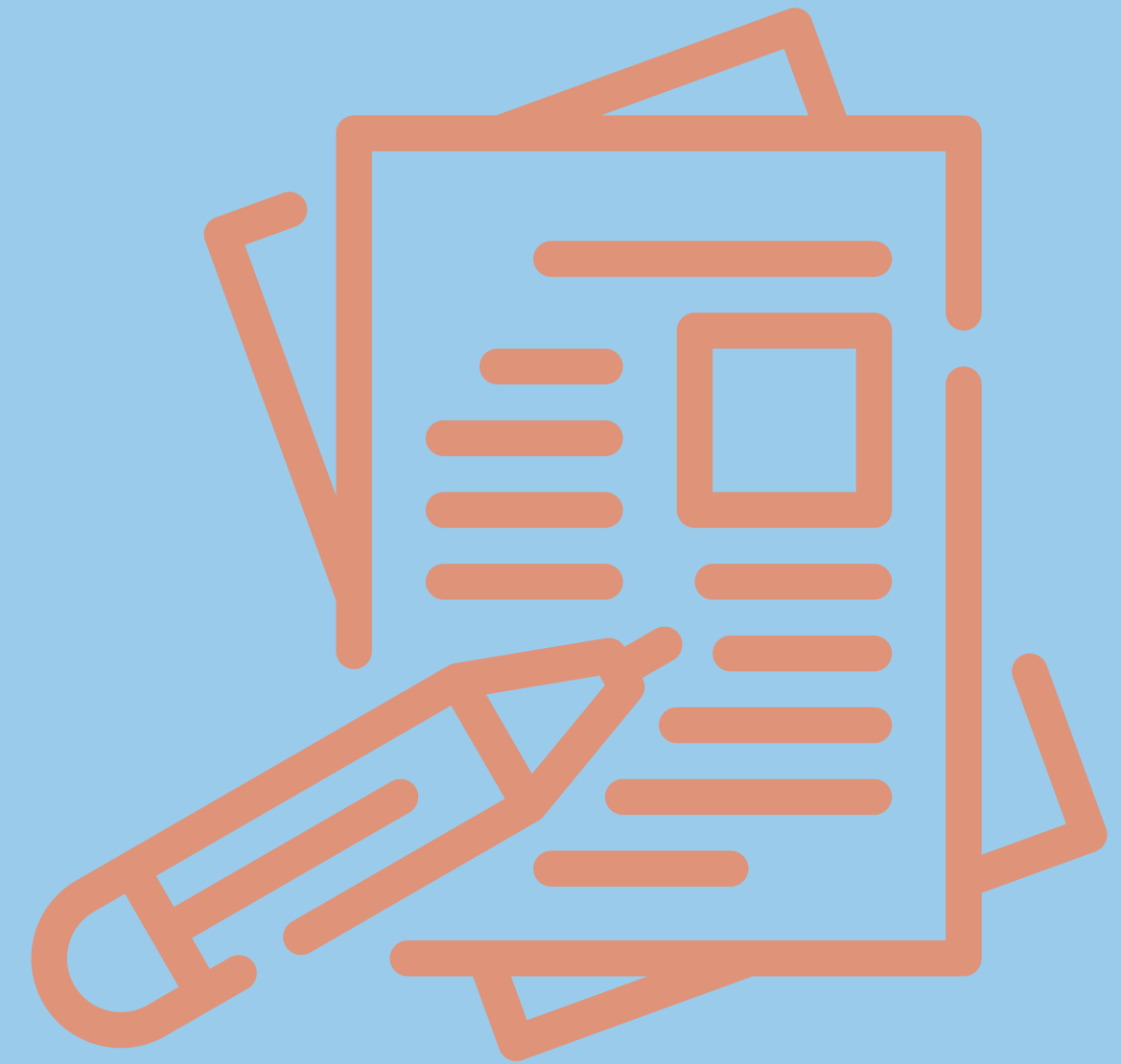




# Tailor Your Message

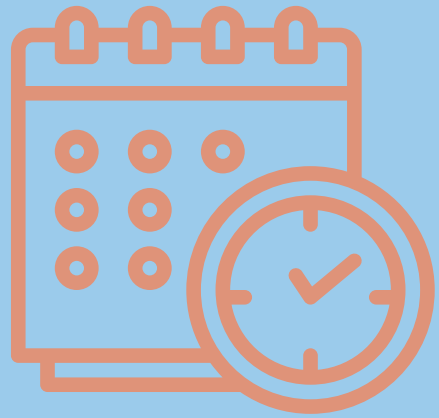
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- Have a clearly defined cause and focus on the "why" behind your fundraiser.
- Explain that even small donations make the biggest difference.
- Use consistent messaging and be clear on how your fundraiser will impact those in need.
- Understand your audience and write clear messaging to reach them directly.



# Consistent Promotion

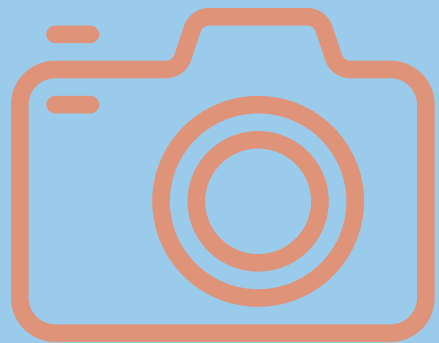
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Creating a content calendar for when you will post content consistently regarding your fundraiser.



Use consistent messaging while also creating variable content to engage your audience.



Pair your content with quality imagery that helps illustrate the cause you are supporting.

# Social Media Tips

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- Diversify the types of content you are sharing.
  - Videos
  - Infographics
  - Personal Stories
  - "Behind the Scenes"
- Post at optimal times.
- Always provide a call to action.
- Link to donation page in bio or in caption.
- Create content that is sharable.
- Use appropriate hashtags.





# Provide Updates

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- Provide updates throughout fundraiser regarding how many donations have been made.
- Provide current updates regarding the project or people you are impacting.
- Let your audience know when you have met your fundraising goal.





# Thank Donors

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- Write thank you letters to those who have donated.
- Direct message those who donated through social media.
- Create a social media post thanking all those who contributed highlighting a few noteworthy donors.