



FUNDRAISING TIPS

DONATE TO YOUR OWN FUNDRAISING PAGE

Why is this important? Because it shows your supporters you are serious about your goal and are willing to put in your own resources to make it happen! Plus, no one wants to be the 'first,' so by donating yourself, you are paving the way for others. Make this donation as large as possible (even combine donations from other people) so you set a precedent for others to think generously!

PERSONALIZE YOUR FUNDRAISING PAGE

Tell people why you are so passionate about clean and safe water and why you decided to get involved with The Water Project. It doesn't have to be long; just write what comes naturally and from the heart! Add your photo and a water statistic that may have shocked you. You'll be surprised how much this will help!

INVITE OTHERS TO TAKE PART IN REACHING YOUR GOAL

It's important to ASK, ASK, ASK! Make a clear ask like: "Just \$23 will provide water for one person" or, "I'm trying to reach \$100 by Friday! Please make your donation today!" In the Fundraising Kit, copy/paste our sample emails to encourage family, friends and colleagues to donate to your page. Don't forget to include a link to your fundraising page every time! And remember, it's okay to ask someone more than once. Sometimes a friendly reminder that you're still fundraising is all a person needs to make their contribution!

THINK OUTSIDE THE CIRCLE

It's great to hit up your usual circle of friends and family but don't stop there! Think about clubs or organizations you might belong to or your running buddies or poker league. Don't rule anyone out! Did you make friends with the local coffee shop owner? Ask them to participate by donating a proceed of their earnings to your page! Are you involved at church or school? Talk to leadership to see how they may get involved. Remember, some corporations also offer matching gifts so you can inquire at your office. Shout it from the rooftops; you want to make a difference and hope others do too!

DON'T UNDERESTIMATE THE POWER OF SOCIAL MEDIA

Social media is a great way to stay connected with folks and to share your personal fundraising page and goals quickly and easily. If you break up your goal by weeks, it's easy for followers to track your progress. Include the link to your fundraising page every time! Here are some examples:

Post #1: I already have \$200 toward my weekly goal of \$500! Help me reach my goal this week! I only need 10 people to donate \$30! [link to fundraising page]

Post #2: Nearly 1 billion people worldwide don't have access to clean water. But we can make a difference! Donate to my fundraising page today! [link to fundraising page]

Post #3: Wow, I'm already at \$1575! I've got \$475 more to go this week. Can you help me get there? [link to fundraising page]

Post #4: I'm 25% away from reaching my goal of raising \$5,000! Please make a donation today and change the lives of those without access to clean water! [link to fundraising page]

Post #5: Wow, thanks (tag the person if they are on Facebook) for donating \$100 to my fundraising for clean water! You can make a donation here! [link to fundraising page]

Continue mixing it up with asking for donations and giving updates about where you are with your goal. The more people see your updates, the more likely they are to give! Feel free to share posts and tweets from The Water Project Facebook and Twitter (@TheWaterProject) as well! We also have an Instagram account (@TheWaterProjectInc) so feel free to use those photos as well! Add a link to your fundraising page in your bio and encourage followers to donate to your page!

DON'T WAIT TO SAY THANK YOU

When someone donates, give them a shout-out on your social media site like the one above. Remember, success breeds success. Studies show as you make progress towards your goal, people are more likely to donate, especially when they see a friend or family member has!

ASK OTHERS TO SPREAD THE WORD

Ask your friends and family to share your fundraising page on their social media sites. If you send emails, ask them to forward your emails to their contacts as well. Raising awareness of the problem and your efforts to solve it will make a big difference!

Find more tips and resources in the Fundraising Kit!