for fundraising with SOCIAL MEDIA

The Water Project

People ask us every day, "How can I be effective in raising funds for clean water?" Here are some tips that will help you ramp up your fundraising, and create a community of excitement among your social network (friends, family, co-workers, neighbors, etc.).

1. DONATE TO YOUR OWN FUNDRAISING PAGE

Why is this important? Because it shows your supporters that 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!

To the degree possible, give as much as you can afford all at once. This also encourages other donors to think generously. For example, if you donate $5, then others will think that it only takes a small amount to make a change and bring clean water. So give sizably to lead the way toward your goal. Think of pooling your donation with one or two of your closest friends/family so the initial donation packs-a-punch, whether $50, $500, or $5000!

2. GO DIRECTLY TO YOUR PAGE AND PERSONALIZE IT

Don't let writer's block grab you; just write what comes naturally. Tell people why you decided to get involved, in simple conversational style. Really! It's easy. For example, perhaps you heard a fact about unclean water that really shocked you. Simply restate that statistic and tell how it made you feel. (Need some statistics to quote? Click here to learn about some pretty amazing facts.)

Don't forget to include how you got connected to The Water Project and decided to take action. Plus, be sure to upload a great picture of yourself! That's a big help.

Go on now … navigate to your page and personalize it!

3. START INVITING OTHERS TO HELP YOU REACH YOUR GOAL

Everyone likes to be part of something bigger than them. If it's the latest fashion, recording artist, or trend, people like being part of something special!

Start by writing a personal email to your family and closest 2 or 3 friends; tell them about your fundraising efforts, including a link to your personalized fundraising page. Invite them to be one of your "Founding Donors", the folks who get the ball rolling.

Need some inspiration? Here are a few ideas, or maybe you have your own … that's great!

💧 "Skip your Mocha Late coffee this Saturday morning and donate instead."

💧 "Let's grill burgers together this weekend and put the money we would have spent going out for dinner toward clean water!"

A few days later, email a more general invitation to your expanded circle of friends. Include people you know from clubs you belong to, friends from the gym, running buddies, co-workers. (Don't have someone's email? Print a copy of your email letter or your fundraising page and keep a few copies to hand to local community contacts.)

4. EXPAND YOUR REACH BY USING SOCIAL MEDIA TOOLS LIKE FACEBOOK, TWITTER, AND PINTEREST

Maybe you are one step ahead and have already posted on Facebook about your fundraising page. Great! Want to make those postings even more effective, and get results? Try these tips:

💧 Week #1: Take your goal amount, and divide it by how many weeks you want to fundraise. For example, let's say you want to raise $5000 over 10 weeks. That is $500 per week. Invite your Friends to help you meet your weekly goal. Your posting may say something like this; "Week #1 and I already have $200 toward my weekly goal of $500! Help me reach my goal this week! That's only 10 people to donate $30! Donate now!", and give the link to your fundraising page.

Weekly goals make it easy for your followers to track your progress.

Week #1 and I already have $55 toward my weekly goal of $500! Help me reach my goal this week! Donate now!
http://thewaterproject.org/community/profile/tess-crick

Tess Crick's Fundraising Page – myWaterProject
thewaterproject.org

I am raising funds because I've seen the places from where people in Africa get their water. If they don't have access to

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💧 Don't forget to invite your community members like your Dentist, Chiropractor, local florist or pizza shop to donate!

💧 Week #2: Give some information about the need for clean water. Keeping people informed can help them want to get involved! You might post something like, "Nearly 800 million people worldwide lack access to clean water."

Tess Crick shared a link.
a few seconds ago

Wow! 44 million school days are lost each year due to water-related diseases. That's 1.7 million school years! Countries are losing the potential of their youth because of dirty water!
http://hdr.undp.org/en/reports/global/hdr2006/

Reports (1990–2011) | Global Reports | HDR 2006 | Human Development Reports (HDR) | United Nations D
hdr.undp.org

The Human Development Report (HDR) was first launched in 1990 with the single goal of putting

Like · Comment · Share

Keeping people informed can help them want to get involved!

OR

Tess Crick @tess_crick   24 Aug
Wow! 443 million school days are lost each year due to water-related diseases. hdr.undp.org/en/reports/glo... @TheWaterProject is helping change that.
Expand   ← Reply   🗑 Delete   ★ Favorite

💧 Week #3: Invite people back to the fundraising, and give them an update on your progress. You might post something like, "Wow! Week 3 and I am already at $1575! I've got $475 more to go this week. Can you help me get there?" and include a link to your fundraising page. Here's an example from one of our fundraising groups:

FRESHCASSETTE @FRESHCASSETTE   29 Sep
We just got a $250 donation for our @TheWaterProject fundraiser! So stoked. That puts us over $1000 raised and nearly 16% of our goal!
Expand

💧 Continue mixing it up with asking for donations, and giving your friends updates. They will love to see your momentum!
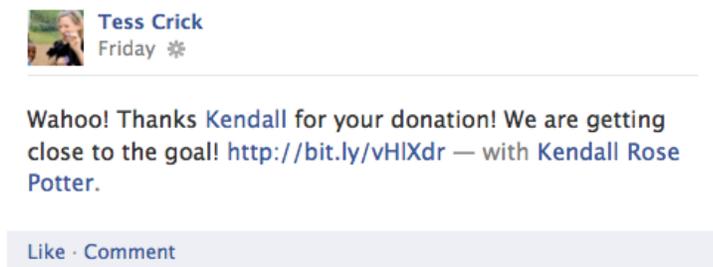
Updates show your followers that their donations change lives!

Tess Crick @tess_crick   24 Aug
Excited to see a school in Kenya getting clean #water! Thanks to all who donated! thewaterproject.org/community/proj... Want to help? thewaterproject.org/donate.asp
Expand   ↰ Reply   🗑 Delete   ★ Favorite

5. DON'T WAIT TO SAY THANK YOU

When someone donates, give them a "shout-out" on you social media site. On Twitter, include their @name in your Thank You. It could look like this: "Thanks @tess_crick for helping me reach my week 4 fundraising goal!" and include a link to your fundraising page.

If using Facebook, 'tag' people in the thank you so it gets posted to their Facebook history. Their Friends will see the post and think how wonderful they are!

Tess Crick
Friday ❄

Wahoo! Thanks Kendall for your donation! We are getting close to the goal! http://bit.ly/vHlXdr — with Kendall Rose Potter.

Like · Comment

Remember that 'success breeds success'! Studies show that as you make progress towards your fund-raising goal people are more likely to donate.

6. ASK OTHER TO SPREAD THE WORD

This is the easiest way for others to help you, after they've made their donation. Ask them to RT (re-tweet) your Twitter tweets; or Share or Promote your Facebook posts. Raising awareness of the problem, and your efforts to help solve it, will make a big difference!