

Online Fundraising

Guide to Success

Suggestions for successful fundraising:

Personalize your Page. Make your page as personal as possible. Add pictures, customize your bio and talk about your experience with Episcopal Relief & Development. Tell your family and friends why they should help us work together for lasting change!

Target Goal. Give yourself a target goal to hit that is realistic, but also aggressive! There are impact donation levels for each campaign so your supporters can see the impact of their donations.

Activate your Network. Use the tools available on your fundraising page to contact your network and ask for donations. Social media, email and phone calls are great ways to engage people you know. Let them know what you're doing and ask them for support. Make it clear that you need their help!

Draft Potential Donor List. Think of people that you can count on for their support – friends, family, neighbors and co-workers.

Sharing. Share your link on Facebook and Instagram. You can even create a video to summarize what you're doing.

Additional Sharing. Sharing your page on social media is great, but it is not always enough. The most effective thing you can do is text, email, or call people that will support you. Let them know about your campaign and share a direct link to your page. This is the best way to ensure that your fundraising page will reach its full potential!

Ask, then Follow Up. People want to support you, but everyone is busy and forgets. Follow up with your supporters, send updates to help remind them of your efforts. And personalize your requests.

Update Often. Don't just send out asks, send out updates on your progress as well. Let your donors know when you reach certain milestones or if there has been an interesting story or blog post from Episcopal Relief & Development.

Thank Them. Be sure to personally thank your supporters, either by email, phone, eCards or in person. Your supporters want to know you appreciate them.

Share your success! Reach out to your family and friends when you reach campaign milestones. Halfway to your goal is a great time to share your campaign again.

Birthdays and More. Instead of asking for birthday and holiday gifts, ask for donations! Ask your family and friends to share your page with their networks. You will need help so the more people you connect with, the better.