

# Tips for a Successful Fundraiser



## Be your FIRST DONOR!

Be a leader and others will follow. By making the first contribution, this will demonstrate your commitment to the cause. Make your first donation the average amount you would want someone else to contribute.

## Set a MEANINGFUL goal

Be confident and clear about the amount you hope to raise and share how these funds will help make a difference. Don't forget to share your progress to you or your team's goal. Your milestones will be motivators for others to give. Make sure you set a goal that is achievable!

## Make it PERSONAL

Try sending some quick personal messages to your inner circle to build up momentum. Your friends and family are the ones most likely to support you so spread the word with them and encourage them to donate to your campaign. They will appreciate the time you took to reach out directly and will see how you are truly invested in the cause (*check out our email template below to help craft your personal messages*).

## Use Social MEDIA

Post often, and post with photos or graphics that we have provided to boost visibility. Posts can be about how much you've raised, tagging and thanking those that have donated, or letting people know how close you are to your goal, etc. (Check out the social media graphics and caption options on the fundraising tools page!) Use the hashtag: **#WalkYOURWayForAutismNS**

## Give them your WHY

Share with your supporters why you are walking this year and about what you love about Autism NS. Share YOUR story and why Walk YOUR Way is important and impactful to you.

## Make giving EASY

Put the link to your personal or team page in every social media post and email about your fundraiser. Having the link accessible makes the process quick and simple. (Hint: if you are using Instagram, put your link in your bio to make it accessible 24/7)

## THANK your Supporters

Thank each donor within a day or two of their gift. Again, make it positive and personal. Your thanks is their first reward for giving their time and money to support your fundraiser.