



ALBERTINA
KERR

Fundraising TIPS



2 Make a donation.
When you give toward your own fundraising goal, you're showing others that you are committed to the cause.



1 Personalize everything.
You want people to listen when you ask for donations. Use your own words to tell friends and family why you chose to raise funds for Albertina Kerr.



3 Join a team.
You'll find motivation and inspiration as you work toward a common goal. Group fundraising tends to bring in more donations per member since the message is amplified by many voices.



4 Share on social media.
Posting frequently and using your personalized fundraising page, you can tell your story and ask others to share it as well.



6 Ask multiple times.
It typically takes three asks to get someone to donate. Setting short term fundraising goals, can help motivate donors to act sooner.



5 Find a matching gift.
Start by asking your employer and businesses you frequent. Research shows that donors will give more if they see that their donation will be matched.



7 Increase your goal.
If you meet your goal, increase the total. It's easier raise donations if you are working toward a goal. Just make sure to share that this is a bonus funding round.



8 Thank your donors.
Send a card, post an acknowledgement on social media or meet face-to-face. However you do it - make sure to do it.