

Fundraising TIPS



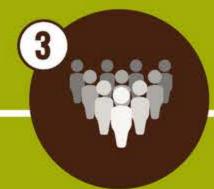
Make a donation.

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



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.



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.



Share on social media.

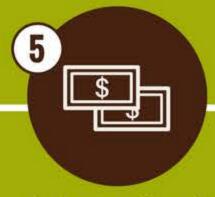
Posting frequently and using your personalized fundraising page, you can tell your story and ask others to share it as well.



Ask multiple times.

It typically takes three asks to get someone to donate.

Setting short term fundraising goals, can help motive donors to act sooner.



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.



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.



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.