



Fundraising Tips

1. Set a fundraising goal. Make your goal challenging, but realistic. Start by listing out all of your close family and friends – those most likely to donate to your cause – and estimate your potential fundraising. How many “definite” donors will you have, and how much will they give? How many donors can you reach outside of your direct network?
2. Start early. It’s never too early to start asking. Early asks means more time to reach your fundraising goal and a higher likelihood of reaching that goal.
3. Contact everyone you know. Family, friends, friends of friends, co-workers, classmates, social network contacts – these are all potential donors. Reach out to them.
4. Use all possible forms of contact. Do some of your potential donors respond better to texts than to emails? Would others prefer a phone call over a Facebook post? Generic email templates only go so far – the more personal the ask, the more likely you are to get a response.
5. Recruit help. Do you have a close friend or family member with a lot of connections or one who is a social media wiz? Ask them to help you spread the word!
6. Customize your personal fundraising page. What’s your story? Why are you fundraising for ALS.net? Why are you the best CornToss player who ever lived? Your personal fundraising page is yet another great tool to encourage potential donors to give – use it!
7. Be creative. Hold a barbeque and ask guests to bring donations. Have an incentive – a gift card, movie pass, or a night of drinks on you – for the person who donates the most. Instead of a birthday gift this year, ask if your family and friends could please donate to support ALS research instead. The opportunities are endless.
8. It never hurts to ask. You’ll be surprised at how many people say “yes.” All you have to do is ask!
9. Send a personalized thank you. It’s very important to say THANK YOU to your donors. Write a note, pick up the phone, give someone a high five – do whatever it takes to make your supporters feel appreciated. Remember: you want your current donors to also be your future donors!



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