



## Fundraising in ...1...2...3

There are all different kinds of things you can do to make your fundraising as successful as possible. But nobody has time to do everything, and with so many choices it can be hard to decide what's the right thing to do, especially if you have limited time. So we're giving you a shortcut!



### Tell *our* story by telling *your* story

Even if your friends don't know much about International Medical Corps, chances are they want to help you succeed at something you're passionate about. So tell them why our work matters to you.

And remember, people donate from the heart, not the head. So make it personal. People are more deeply moved by stories than statistics. You can use pictures and videos from our website to help tell the story of why our work is important to you.

#### TIPs

##### **Talk differently to different groups in your network.**

Your network is segmented into smaller groups – friends from college, members of your church, family, etc. Brainstorm the best way to approach each group, tailoring your strategy based on what you feel would most appeal to different facets of your audience. For one group, it might be sharing a case study of interest; for another, you may want to create a Facebook page. This will encourage members of your network to more proactively engage with you and your fundraising campaign.

##### **Provide regular updates.**

As your advance towards your fundraising goal (and beyond!), it is important that you keep people updated on your progress so that they feel actively invested in your campaign. For example, you might choose to provide an update on a weekly basis, or when you've reached important milestones.

Create your fundraising appeals with lots of variety so you don't need to worry about spamming your friends. **Check our website for pre-written copy and ideas to help you create fun and interesting appeals that your friends will be happy to receive.**





## Remember to ask people to donate

Sometimes it can be hard to ask for things. But **studies show that if you don't ASK, people are much less likely to donate.**

And think about your friends. Most of them are probably people who want to help others. (Think about all the times you've helped friends who asked for help!)

**When you ask people to donate you're giving them an opportunity to make a difference.** So present the opportunity to donate confidently and directly.

And don't take it personally if people don't give. Everybody has different interests. You just want to be sure that the people who are interested in supporting you or the work that International Medical Corps does have the opportunity to offer their support.

---

### TIPs

---

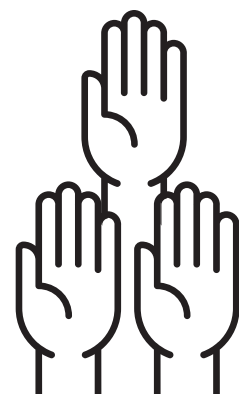
#### **Ask more than once!**

Especially if you ask on social media, many people won't have seen your first request. And there are people who saw it, thought they'd do it later, and then forgot.

#### **Ask a someone influential to encourage others to support you.**

"...gentle encouragement from a prominent person in your life can make also make a big difference to your donation decisions – more than quadrupling them in our recent study."

<https://www.theguardian.com/voluntary-sector-network/2015/mar/23/the-science-behind-why-people-give-money-to-charity>





## Have a specific goal and a deadline

**Studies have shown that people are more willing to donate as you get closer to your fundraising goal.** So having a goal will give your friends something to help you achieve.

The average fundraiser raises \$568 from 7 people. If you're not sure what your goal should be you can literally count up the number of people you think you know who might give and multiply by what you think the average gift might be and use that for a goal.

And as you approach your deadline, **let people know it's coming up**, and let them know what you need to reach your goal.

**Remember, people love helping someone cross the finish line!**

---

### TIPs

---

#### **Offer rewards.**

Use your personal talents to generate rewards that appeal to your network. You can get really creative with this one, and you don't have to be Rembrandt to create rewards that friends will appreciate.

For example, you could bake cookies, mow the lawn or record a custom voice mail message for the donor who gives the most. Or you could post a goofy picture of yourself on social media to reward people for helping you meet a mini-challenge, like raising \$100 in 24 hours.

#### **Thank people publicly.**

People are influenced by others with credibility, whether or not they know them personally. Seeing others give makes a person more likely to give. Using social media to thank those who have supported your campaign is a great way to recognize your donors, and this in turn will encourage more donations from both old and new supporters. A digital thank-you may mean tagging donors in a post, featuring their work on your newsfeed, etc.