



What makes a successful personal fundraiser? Follow these simple steps and you'll be hitting your goal in no time!



Feel like you already have enough stuff, or simply want to celebrate your special day by doing something to benefit others? You can use any occasion to raise funds for International Medical Corps.

STEP 1

Set up a fundraising page.

Crowdrise makes it easy to set up your own fundraising page, where donors can make gifts directly to International Medical Corps. You don't have to collect checks, keep track of paperwork, or mail anything in. Just share the link to your fundraiser and supporters can make their gift to your fundraiser online.

STEP 2

Set a goal.

Set a specific amount you wish to raise and make sure to include that goal in any communications you send to promote your campaign.

STEP 3

Make it personal.

Explain to your friends and family why you have chosen to run/walk/bike, etc. and raise funds for International Medical Corps and what it means to you. Do you have a personal experience that inspired you to support the mission? Why is it important to you to help International Medical Corps provide medical care and supplies, sanitation and hygiene education, and healthcare training to people in times of crisis and beyond?

STEP 4

Get the word out.

Your loved ones love you! They want to see you succeed. Send them pictures of you training. Do you have an Instagram account? Post your progress and encourage them to support your fundraising efforts with a link to your Crowdrise fundraiser.

STEP 5

Share, share, share.

Use the power of social media to promote your cause. Post stories from our website that inspire you on Facebook and include your Crowdrise link. Use hashtags like #MotivationMonday or create your own. Ask your friends and family to share your progress so you can tap into their networks. We encourage you to reach out to your network at least once a week in the months leading up to the race. Hashtag Awesome!

STEP 6

Say "Thank You"

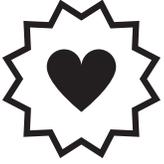
Send everyone who supports your fundraiser a heartfelt message of thanks. They took time out of their day to stop, read your story and support your cause, so they deserve some kudos! (Plus it's just good manners.) In Crowdrise, you can set up an email to automatically send to your donors, or trigger the send yourself. Need a sample? We've included some language below. And don't forget, when you reach your goal, let everyone know!

STEP 7

Let us help!

Need pictures or stories from International Medical Corps to illustrate the work we do? Nervous about making "the ask?" We're here to help. Please contact community@internationalmedical-corps.org for advice, inspiration and pep talks!

Personal & Occasion Fundraising BEST PRACTICES



GET THE BALL ROLLING

Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

ADD YOUR WHY TO THE EMAIL

We've put together an email template you can use right from your fundraising page (see Pre-written Content in the Additional Tools for Fundraisers section of our website.) The most important thing you can add to this message is why you are fundraising. Let your family and friends know why this matters to you, that's what they care about most!

START WITH YOUR CLOSE CONTACTS

It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.



NOW MOVE TO SOCIAL MEDIA

Once you've sent your first batch of emails out, it's time to turn to social media.

One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.



RE-ENGAGE WITH EMAIL

Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

CONTINUE THANKING AND UPDATING SOCIAL MEDIA

As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.