



How to promote your fundraiser

If you're using a fundraising platform like Crowdrise or a Facebook Fundraiser, those platforms have many built-in tools that you can use to help you promote your fundraiser, and we recommend you take advantage of them.

Here are some **general best practices** that will help you no matter what platform you're using.

Use pictures

A picture is worth a thousand words! Use video and pictures to help people see who will benefit from their donations.

Find a selection of pictures and video you can use on our website.

Use stories

When you're trying to move people to make a donation, stories work better than statistics, and individual stories work best.

A personal anecdote about why YOU support International Medical Corps will help people understand why our work is important and worthy of their support.

A personal story about somebody who has benefited from our work (for example, a story from our website) helps people see the impact they can have.

Use social media

Change your cover photo or profile picture on Facebook to reflect your fundraising campaign.

Share your fundraiser on your Facebook, Twitter, and Instagram.

Use a variety of content in social media

Share stories, photos, videos, and other engaging content from our social media pages and our website. Post our mission statement. Share articles from newspapers, blogs and magazines that are relevant to the need we are filling.

It's important to post a variety of content while you're fundraising so that people in your social network aren't overwhelmed by repetitive posts just asking for donations. Because they're varied and interesting, these posts serve as a gentle reminder that your campaign is going on without being annoying.

Use email

Email your friends, family and colleagues telling them about your fundraiser and the opportunity to support our work.

Even if your using Crowdrise or Facebook to do your fundraiser, email is still an important way to let people know about your fundraiser.





"The Onion" strategy to promoting your fundraiser

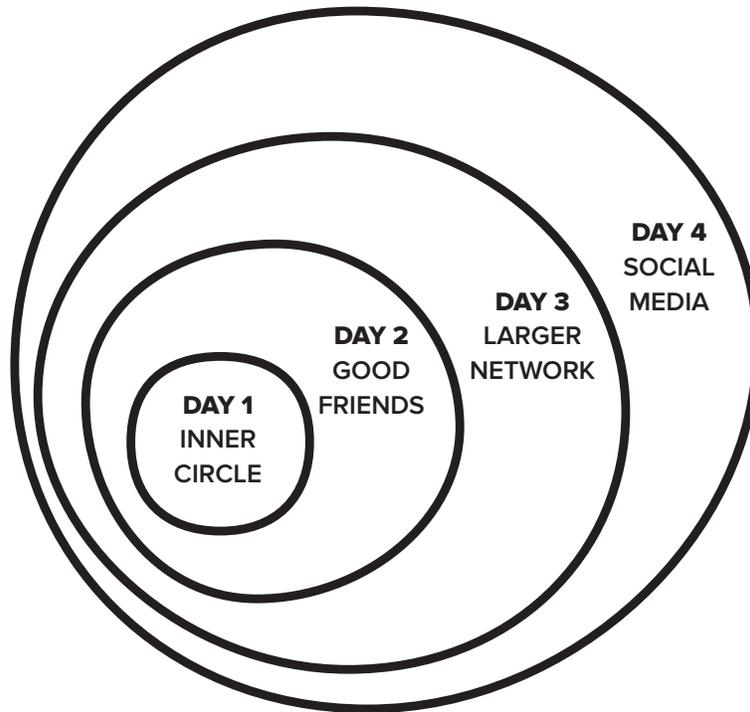
Be strategic in your promotion, so you get the most out of what you do. Consider using an "onion" strategy:

DAY 1

Send an email to 5-10 people from your inner circle who are most likely to donate, either because they care about what we do or they care about you.

DAY 2

Send an email to 10-15 people (i.e. your good-friend network) announcing your fundraiser and asking them to donate.



DAY 3

Send to your larger network of co-workers, associates, casual friends, distant relatives, and anybody else in your address book (and remember to bcc!)

DAY 4

Send out a picture or video announcing your fundraiser to **your social media network**.

Continue to promote in social media with new pictures, video or stories on a weekly basis (every 5 days or so) and use this as an opportunity to remind people that they can still donate. You don't want to make all your social posts a request for donations. Instead, your posts should include a variety of content, in addition to links directing people back to your fundraiser to learn more about your campaign.

Ask people to share your fundraiser in social media. It's amazing how many more people will share if you ask!

Let people know that **small gifts make a big difference**. Be sure to thank people who donate!

Post on a daily basis in the 3-4 days before your fundraiser ends and convey the urgency of the approaching deadline. Countdowns work well to motivate people. (Only three days, only two more days, last day!)

Wrap up by sending a final email to everybody you emailed who has not donated the day before the fundraiser ends letting them know it's their last chance to participate.

Send a thank you email to everybody after your fundraiser ends letting them know how much you raised, and what that money will go toward. (Include a donate link just in case someone still wants to make a gift.)