

TIPS TO INCREASE YOUR FUNDRAISING!



Tip #1: Start early

The sooner you start asking for donations, the more money you will raise. As soon as you register for the Barrie 2 Baycrest ride, get organized and start asking!

Tip #2: Contact everyone you know

Start with your email address book, then your regular address book and member lists from clubs you belong to.

Tip #3: Customize your emails

Make the email template yours. Include a personal story about why you're raising money.

Tip #4: Ask, ask and ask again

People can only make a donation if you give them the opportunity. Don't be shy about asking more than once. People need to be reminded!

Tip #5: Add social media to the mix

Use your status in Facebook, Twitter or LinkedIn to update friends on your fundraising and provide a direct link to your fundraising page.

Tip #6: Get creative

Try adding the URL of your fundraising page to your work email signature.

Tip #7: Up your goal

If you're willing, you can increase your fundraising goal by selecting 'Edit Goal' from the menu on the left. Every dollar counts!

Tip #8: Get personal

Did you know that participants who personalize their fundraising pages and send regular emails raise more money? We know you have a picture circa 1995 wearing a funky cycling jersey, so why not post it on your page? Learn how to optimize your fundraising page today!

Step 1: Set up your Pledge Page.

Step 2: Email all of your contacts.

Step 3: Promote your Pledge Page on social media: Facebook, Twitter and many others.

Tip #9: Thank your sponsors

You can't say thank you enough. Say it again and again and again.

