



11 Tips to Easy Fundraising

Leverage real relationships first. Real relationships are people in your life that you see, talk to, or text with on a regular basis. These people are the most likely to support your fundraising efforts and are who you should start with on your fundraising path. Consider texting a short message including your fundraising page link to everyone in your phone. Don't be bashful or cherry-pick who you send it to. You will be surprised by the people that contribute.

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Utilize social media. Outside of your real friends you probably have hundreds or thousands of internet friends. Use these platforms like your own T.V. channel. Create posts, stories, or reels to bring awareness to the event and your fundraising goal. One post is likely not going to be a magic bullet for you, so you may plan a few posts over the 45 days leading up to the event. We suggest using different content / media for each post. Also, consider the audience of each social media outlet and adjust your content and fundraising expectations accordingly.

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Be Authentic, Elicit Compassion & Emotion. Share with your network why the event is important for you. If you have a "why" story about how cancer or therapy has impacted you, don't be bashful in sharing it. The more vulnerable and open you are willing to be, the more you will connect with your audience emotionally. Emotion is a prerequisite for action.

4

Help Please! Ask for help. There is a psychological trigger effect when someone says "can you help me?" or "can I count on you for help?". The reality is that you do need their help, and the even better part is they are helping you to help someone in need. It is human nature to want to help others and that is an underlying reason why we are all participating in Flatwater's Dam That Cancer Presented by TYLER'S. Ask them for help!

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Validate the cause. Use data to support your mission. Most people are skeptical by nature and may wonder "where does my money go". Take that fear away and show them how they will make a tangible impact on other people's lives. There are plenty of usable stats on flatwaterfoundation.org/our-impact for this. An example of this might be "Every \$340 that we raise together equates to one month of therapy for a patient in need."

6

Take money off the table. You can soften up the discussion by not making it about money. In fact, we'd would never suggest asking anyone for a specific amount or setting a donation minimum. Every dollar counts. Consider a softening line in your message such as "regardless of if you support me for one mile or all 21 miles, I'd really appreciate your help". It provides gravity to your effort as a paddler but takes the financial pressure off the donor.

7

Gratitude. Thank them again and again. Keep a list of your supporters and thank them the day that they donate, thank them the day before, during and definitely after the event. This can be delivered via text, phone calls, emails or social media. Make your supporters feel appreciated and seen for supporting you and Flatwater.

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Repeat Donors. Your list of supporters from last year are the first people you contact for support this year. Make sure that you thank them and recognize them for supporting you last year. Most will love the privilege of supporting you again.

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Don't Focus on the total fundraising goal, focusing on what may feel like a big number can be overwhelming. Instead, focus on the next donation regardless of the amount. The old saying goes "you eat an elephant one bite at a time", the same goes for fundraising. It takes lots of little victories along the way. Celebrate them one by one and soon enough you will have exceeded your goal.

10

Make it about them, not about you. Your supporters are shareholders in your paddle and in your fundraising goal. Instead of saying "I hit my fundraising goal", think along the lines of "I am so honored and grateful that my supporters have already raised over XXX for Flatwater". You are the paddler, they are the supporter. Applaud them for supporting your goal!

11

Don't be afraid to follow up. Let's face it, we all have busy lives and have lots of balls in the air. Don't take it personally if someone says they will donate but you don't see a donation come through for them. In all likelihood, they probably just forgot or got busy with other things. A second follow-up is appropriate, but make it short and sweet. "Hey Name, We are just a few weeks out from my 21-mile stand-up paddleboard charity event. Here is the support link again for your convenience."

