Top 5 Fundraising Tips for Participants

1. **Start Early!**

   It may seem like you have all the time in the world to fundraise, but event day will be here before you know it! The sooner you start fundraising, the more money you will raise and the sooner you will reach your goal. Remember, as soon as you reach your goal, you will be able to choose your fundraising time and officially make it onto the event schedule!

2. **Create an Email Schedule!**

   To make sure you are reaching out to your potential donors consistently, create an email schedule, with specific dates and diverse content - switch up your messaging, so your potential donors are not receiving the same ask repeatedly.

   Suggested topics for your emails;
   - Ask your non-profit to provide mission related blurbs to add to your emails. This keeps your potential donors updated on WHY you are doing this and how it is helping.
   - Include updates on where you are in the fundraising process and how much more you need to reach your goal.
   - Include pictures and videos from Over the Edge – just ask us for them!

3. **Get Help from Your Support System!**

   If your friends and colleagues are not able to donate, that's OK! There is lots they can do to help you reach your goal. Ask them to share your fundraising page on social media, provide them with "info cards" about the event that include your fundraising page and ask that they distribute it and ask them to reach out to the people in their lives that may have a connection to the mission, and would consider donating.

4. **Make a Video!**

   As opposed to writing post after post on social media, make a video detailing what you are doing and why. Most viewers will watch a video before they will read a post. It is easier to communicate the mission of the non-profit you are supporting when you are speaking about it – the video makes it more personal.

5. **Use Your Community Connections!**

   Get something donated from a business in your community (gift certificate, swag bag, service, etc.), and create a raise-a-thon week! In your email and on social media use wording like this: "Everyone who donates to me this week, will go in a draw to win XX"

   At the end of the week, get someone to take a video of you drawing a name, and post it! That person wins something, and you've made some extra money!