In a sentence or two explain the good work Conservation nation is doing to advance the cause. This helps potential donors understand the impact of their contribution.

Start by explaining your connection to animals and why they are important to you. Describing how conservation has touched your life is probably the most important element of your message.

Writing a general email:

There is no perfect formula for writing an email asking family and friends for donations, but here are some best practices:

1. Make a donation to your own page.
   - This shows your donors that you are putting your money where your mouth is, and it builds credibility and trust.
   - People are more likely to support causes they believe in, and your donation demonstrates your commitment to the cause.

2. Use the envelope method.
   - This involves numbering your contacts and sending out your first email to your closest contacts (the core) and progressively working outward to more distant contacts (the outer skin).
   - The idea is to use the envelope method to ensure that all your contacts receive your message.

3. Think about your email audience.
   - When you're thinking about your audience, consider the following:
     - Your closest contacts are the people you know best, and they're more likely to be open to your request.
     - Your outer circle is made up of friends of friends and people who you don't know as well, but who might be interested in the cause.
   - Be clear to potential supporters about what you are looking for; support can come in many forms, and it's important to be specific about what you need.

4. Make the most of social media.
   - If you're using social media to promote your fundraising effort, make sure to:
     - Use the 5-10-15 rule:
       - Send a message to 5 very close contacts.
       - Send an email to 10 people who know you well.
       - Share a post on social media to 15 people who might be interested in the cause.
     - Add your own text, pictures, or video. Remember, your potential donors will be able to see the same thing that you can, so make sure your message is clear and compelling.

5. Be sure to follow up.
   - Getting back to your donors is essential to your fundraising success.
   - People are more likely to remember your request if you follow up after your first email.

6. Consider starting a team fundraiser.
   - If you're planning to start a team fundraiser, here are some tips:
     - Reach out to non-responders when you're approaching the end of your campaign.
     - Give yourself a built-in reason to follow up by setting internal goals.
     - Be supportive and send follow-up messages to your team members.

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DO THESE THINGS AFTER STARTING A FUNDRAISING PAGE

MAKE A DONATION TO YOUR OWN PAGE: Once people see you donate, they're more likely to do the same. Your donation also increases your credibility and serves as a demonstration of your commitment to the cause.

FUNDRAISING TIPS FOR EXTREME CASES: Use your best judgment or follow some general guidelines to ensure you're fundraising wisely.

INDIVIDUALLY EMAIL OR CALL EACH PERSON: It's better to do this on your own or after getting feedback from team members (either way, just use your best judgment about what is achievable).

USE THE ENVELOPE METHOD:

Every email about your fundraising campaign should be relevant to your audience. If a one line message is going to work, go ahead and do that. However, if you need additional help or have questions?

contact conservationnation@gmail.com

MORE HELP?

contact@conservationnation.org

CONSERVATION NATION

6 Steps to Being a Successful Fundraiser

#1: Work towards goal. Be your team's #1 fan. Be supportive and send follow-up messages to your team members.

#2: Do the envelope method. Use the 5-10-15 rule:
   - Send a message to 5 very close contacts.
   - Send an email to 10 people who know you well.
   - Share a post on social media to 15 people who might be interested in the cause.

#3: Use the envelope method. Be clear to potential supporters about what you are looking for; support can come in many forms, and it's important to be specific about what you need.

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WHAT IT TAKES TO BE A SUCCESSFUL FUNDRAISER

- Be clear to potential supporters about what you are looking for; support can come in many forms, and it's important to be specific about what you need.
- Make a donation to your own page. This shows your donors that you are putting your money where your mouth is, and it builds credibility and trust.
- Use the envelope method. This involves numbering your contacts and sending out your first email to your closest contacts (the core) and progressively working outward to more distant contacts (the outer skin).
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