6 Steps to Being a Successful Fundraiser

1. **DO THESE THINGS AFTER STARTING A FUNDRAISING PAGE**

   MAKE A CONVERSATION OPEN PAGE • Some people may be more likely to donate to your page when you make them feel like you have already understood them. Making sure your message is determined is a perfect support that is further down the road.

   PERSONALIZE YOUR FUNDRAISING PAGE • Use your best photos and video if your team's personalities will help them connect with people who are interested.

   INDIVIDUALLY EMAIL IS THE CLOSEST PERSON • In case you are wondering whether Letters from friends and family are more powerful than emails, your page will help them understand the message and make sure it will stay the way you understood it, just with one primary activity.

2. **USE THE ONION METHOD**

   This is a fundraising strategy that can be done at home or after getting feedback from team members (either way, just use your best judgement about what is achievable).

   **STAGE 1** • Find the people you think might be interested in joining you. Follow that up by making a few requests through Facebook and other social media.

   **STAGE 2** • You are just fundraising online as a group.

   **STAGE 3** • Fundraising teams range in formality. If you're running a race or doing a walk together, there will probably be a bit more involved than if you are just using a fundraising tool.

   **STAGE 4** • Your connection to saving animals is (it doesn't have to be long).

   **STAGE 5** • You have set your internal goals. If you set a few internal goals, you can plan on sending a couple follow up emails. Remember to keep them personal and relevant.

   **STAGE 6** • Reach out to non-responders when you're approaching your final batch of emails. When you tag someone your post gets shared in your activity feed and the other person's activity feed too.

3. **THINK ABOUT YOUR EMAIL AUDIENCE**

   When you're writing to your closest contacts, just be yourself. If something feels forced or inauthentic, scrap it.

   **EXCEED FOR YOUR FUNDRAISING PAGE** • Add your own text, pictures, or video. Remember, your potential donors will be looking for reasons to support your cause.

   **GET INITIAL CONSENT** • Send an email to the people that have already donated and thanking them for their donations. Studies show the closer to your goal you are already having a successful fundraising campaign.

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   **DON'T MAKE YOUR EMAILS BORING!**

   **CONSIDER GIFTS** • Offer your own gifts to your contacts (be sure to ask for permission to do so). Or provide a really easy shareable going to a link where they can volunteer or donate (be sure to ask for permission to do so).

   **ALWAYS REMEMBER TO THANK YOUR CONTACTS** • Your contacts are the people you know best, but they are not necessarily going to volunteer or donate.

4. **MAKE THE MOST OF SOCIAL MEDIA**

   When you're writing to your closest contacts, just be yourself. If something feels forced or inauthentic, scrap it.

   **SUBMIT YOUR NEWS** • Submit your news to social media outlets that your audience is likely to follow (this prevents slacking and keeps everyone committed) and also make sure your team members get your message.

   **SHARE CONSERVATION NATION** • Share your Conservation Nation article with your contacts and it’s more acceptable to frequently share those updates in those channels.

   **KEEP COMMUNICATING** • Don’t be afraid to communicate with your team members, even if you feel like you have already done enough.

5. **BE SURE TO FOLLOW UP**

   When you're writing to your closest contacts, just be yourself. If something feels forced or inauthentic, scrap it.

   **USE GENERAL FOLLOW-UP RULE OF THUMB** • Send your initial batch of emails. Set up a follow-up in case you don't get a response. You can ask for a donation or another form of support. When a week is up, send your follow-up.

   **USE THE BEST-PERFORMING CONTENT** • Most people are more likely to donate after seeing your best-performing content. When you have a month of follow-ups, it will help your team get a better understand your audience.

6. **CONSIDER STARTING A TEAM FUNDRAISER**

   When you're writing to your closest contacts, just be yourself. If something feels forced or inauthentic, scrap it.

   **COMMUNICATE WITH YOUR TEAM** • Make sure your team members get your message. They are likely to have questions and will probably need more support than you ever thought you would.

   **KEEP YOUR TEAM UP TO DATE** • Just make sure you include a direct request for donations.

   **REACH OUT TO A Sponsor** • Ask your sponsor if you can use their logo on your team fundraising page. That will give you credibility and will help you get the help you need.

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**WHAT IT TAKES TO BE A SUCCESSFUL FUNDRAISER**

Everything starts at the beginning. You need to know how to turn over the first window. Your success will be supported by the following:

- **Cultivate an audience** • It’s all about relationships. You need to build a relationship with your audience.

- **Have a clear message** • Your message needs to be clear and concise, so your audience can easily understand what you're doing.

- **Use social media** • Social media is a great way to get your message out there. You can use Instagram, Facebook, Twitter, and more to spread the word.

- **Be persistent** • Fundraising can take time, so you need to be persistent in your efforts.

- **Be results-oriented** • You need to set clear goals and track your progress to ensure you're making progress.

For more information, contact info@conservationnation.org

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**MORE HELP? OR OTHER QUESTIONS?**

**CONTACT:** info@conservationnation.org

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