

## Tips for Soliciting Donations & Pledges

Once you've registered for the peer-to-peer fundraiser and have built your personal fundraising page, it's time to start gathering donations. People love to support charitable causes, especially when they can see how much it means to you. Yet, for many people, it can be difficult to ask personal friends, family members and acquaintances for financial support. Start with those you know will be willing to support you and use these experiences and successes to build momentum. It's always easier to hear a "no" after you have heard "yes" a few times.

### Tips for Soliciting Donations & Pledges

- Make a list of potential prospects and the best way to reach them. Potential prospects include:
  - Relatives: Parents, children, grandparents, cousins, aunts & uncles, etc.
  - Work Acquaintances: Bosses, Co-Workers, Business Partners, Vendors, Clients, etc.
  - Associates from group activities: Teammates, coaches, classmates, etc.
  - Members of your church/spiritual gathering
  - Friends & Neighbors
  - Local Relationships: hair stylist, dentist, etc.
- Create your DoJiggy fundraising page to help you explain your mission and provide a place to direct potential donors to learn more and make online donations. You'll want to explain the reason for the fundraiser and how funds collected will be used (Make it personal. What does this cause mean to you?)
- Post announcements on all your social media and networking sites. Invite friends to share w/ their friends to help spread the word.
- Send out an email requesting donations with a link to your personal fundraising page.
- Create an Action Plan: Assign specific groups of prospects to target on certain days and/or weeks to keep your efforts focused and not too overwhelming.
- Write out a script for yourself and practice.
- Keep offline pledge forms on-hand in case prospects are not ready to make an immediate donation. These should also include your URL.
- If you are soliciting donations door-to-door, be safe!
  - Use the buddy system (and bring an adult if you are under 18)
  - Collect only during daylight hours
  - Never enter a person's house if you do not know them well
  - Do not carry large amounts of cash (You may be better off collecting checks or directing people to make online donations via credit card)
  - Do not provide your phone number or address. If you have a personal fundraising website, handing out cards with the link to your site is a great alternative.
- Always remember to say "Please & Thank You"!