

# 7 KEYS TO FUNDRAISING SUCCESS

**1 Secure your first donation TODAY!**  
Think of the people who won't say no and ask them today – your partner, family, friends, co-worker, boss. Your first donation gets you closer to your goal. You can do it!

**2 Send an email to everyone you know!**

- Think wider than family and friends – local businesses, work, sporting clubs, etc.
- Take advantage of draft letters and other email tools in the Participant Centre.

**3 Set up your personal page online.**  
Tell your story – who inspired you. Personalize your page and be sure to include a photo.

**Fast facts:**

- 90% of donations now come in online.
- People raise 20% more funds when their page is personalized with a photo and story.

**4 Activate your social network.**

- Add your email badge to emails with a link to your personal page.
- Download the Facebook app and send updates to your networks via Facebook and Twitter.

**5 Create a list of people who might donate.**

- Write down the names of everyone you know.
- Think outside the box – your local pizza shop owner, your gym instructor, etc.
- Face-to-face meetings work best, especially for big asks.

**6 Repeat, remind and rewind.**

- Your friends are busy so follow up and remind them.
- Thank those who donate and keep them updated.

**7 Set your goal high!**

- The average Rider raises over \$3,000.
- When you get within \$250 of your goal, increase your total!