



10 Steps to Successful Fundraising

1. **Share your story**

Whether posting to social media, emailing your contacts, or talking about the event in person, sharing your personal reasons for supporting the event (like details on your partner with Parkinson's) makes a really compelling case for your supporters.

Customizing your personal page helps, too. Adding your own photo and telling friends and family about your event goal when they arrive on your personal fundraising page really helps to motivate them to attend your event.

2. **Own your goal**

You just made a commitment to raise a certain amount of money depending on your event in support of Parkinson's. That's a big deal and it's going to make a big impact.

Be proud of that. Share it. And work toward meeting it.

3. **Start with those most likely to give**

If friends and family cannot attend your event, you can still ask for a donation on your page. People will be more likely donate the closer you get to your goal. Start by making a donation yourself to get the meter moving, and then ask those close to you



to do the same. If you already have five donations for 20% of your goal before you ask more broadly, people will want to support you too. Better yet, if you know some donors who will give you bigger gifts, they're the ones to really ask to help get the ball rolling.

4. **Share in different channels**

No one will come, if you don't ask! A few ideas:

- A. Email your contact list through our built in email tool, or, using your own email client.
- B. Post information about your event at the office, or around school.
- C. Update your social media profiles with a link to your personal page. Share regular updates on your goal, your progress, and your event on Twitter, Facebook, and anywhere else.

5. **Video storytelling is a great tool**

Go beyond the picture, if you can. Let people know why you choose Parkinson Canada, and what you hope to accomplish for your event. Post the video to your personal page and social properties... first hand story telling can really resonate.

6. **Thank your donors and attendees**

It's a nice thing to do, for one, and it makes people feel appreciated. Thanking them publicly is great acknowledgement and it might encourage more people to give, too.



A tagged Facebook post thanking your University roommate for their contribution may just be the push your old dorm mates need to make their own gift.

7. **Ask again**

Even if your event was the day before, asking one more time does not hurt! Our research shows that 47% of people in Ontario say they will give to a fundraiser simply because a friend asked. It also shows that 42% of donations come after their first visit to your online fundraising page, proving that it doesn't hurt to ask again. Seems crazy, right? But it works.

8. **Have fun**

Cliché? Sure. But, fundraising isn't supposed to be hard and it's certainly not supposed to feel like a burden. You're doing great! Enjoy the journey.