

WISDOM SPRING WALKING FOR WATER - 2023

TIPS & TRICKS: BE A FUNDRAISING SUPERSTAR

PERSONALIZE YOUR FUNDRAISING

Add photos and/or videos to your fundraising page. Introduce yourself and personalize the text explaining why you are supporting the event and Wisdom Spring. Invite your friends and family to donate.

SHARE A WISH STORY

A wish story will help you make your contacts aware of the mission and help them understand the impact of their donation. Help them understand your passion and interest in the project. What do you hope for the communities we support?

SHARING IS CARING

Social networks are an excellent platform for recruiting donors. Share your personal fundraising page on social networks and announce your participation in this event. Your story can really motivate people to support your cause and make a donation.

DONATION MATCHING

Ask your employer if they offer a matching gift program, which will instantly double the funds you raise. Give one day of your salary for your fundraiser and ask your co-workers to do the same. Parents and supporting adults could encourage their co-workers to participate.

PERSONALIZE YOUR REQUEST

Send a personalized email to your network. They will be more likely to donate if the request is sent to them directly rather than in a group message. A 1-to-1 interaction allows each recipient in your network to understand that their help is important. Handy tip: send personalized emails to your contacts from your fundraising page.

CHALLENGE YOUR DONORS

Set a fundraising goal for your fundraiser and promote it on your fundraising page and social media. Example: Tell your donors once you reach a fundraising goal, you will dress up in a costume and run 5K. Add these fun challenges to your fundraising page as a milestone/incentive.

CHANGE EMAIL SIGNATURE

Add a banner at the end of your emails indicating that you are fundraising.

THANK YOU!

Always thank your supporters, no matter the size of the donation. Let them know how grateful you are.



Most important, follow up: It has been proven that it takes at least 4 follow-ups with donors to get the donation. Don't be shy, you are asking for a good cause! Some people need more than one email or call and will appreciate the reminder.



WALKING FOR WATER 2023

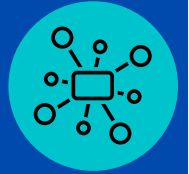
HELPFUL TIPS TO BUILD SPONSORS

CONNECT TO YOUR COMMUNITY

MAKE THE ASK: You will be surprised by how eager your network will want to help (either through donations or participation)

SHARE WHAT YOU'RE DOING and YOUR WHY: Sending them your personal fundraising link will tell them your motivation and the fun challenge you have set for yourself (and may inspire them as well!)

TELL THEM HOW EASY IT IS!: Share your personal link with them so they can sign up to support you!



SHARE YOUR "WHY"

MAKE IT PERSONAL! SHARE "WHY" YOU ARE TAKING PART: Customize personal fundraising page to share your story. Let people know why you are involved with Wisdom Spring and Walking for Water. What inspired you to be a part?



MISSION MOMENTS: Include stories and successes from past events as well as other Wisdom Spring projects whenever you can. This helps sponsors know they are making a difference and it helps inspire them to tell others to support you too!

REACH OUT TO YOUR NETWORK



SNAP A PHOTO. TWEET A MESSAGE. SHARE ON INSTAGRAM: Use social media to promote what you are doing to your far and wide friends, family and colleagues. Looking for more ideas? You could reach out to local influencers to see if they are willing to help promote as well. **GET THE WORD OUT!** The more people who know will help drive up registration and your fundraising efforts.

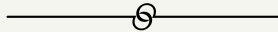




ALWAYS REMEMBER

LEAD BY EXAMPLE!: Start with a self-donation so your potential sponsors know you are serious. Did you know, making the first donation on your page is proven to increase your ability to **hit your target by 75%**!

MOTIVATE!: Encourage other participants to think outside the box to reach their fundraising goal.



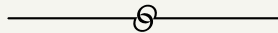
INCENTIVES

Add incentives to your personalized fundraising page as a way to offer your sponsors something in return for supporting you in reaching your fundraising goal. Make sure it is something you feel comfortable with.

EXAMPLE: for a \$10 donation you could do a personalized thank you, for \$30 a thank you video, for \$100 you will bake them a cake, for \$500 you will shave your head! **BE CREATIVE!!**

Make sure to add additional information about the incentive like:

Incentive Image (optional) / Quantity / Does this incentive have a start and end date? / Do you need other info from a donor - such as an email address or a way to send them a cake!



ACTIVITY PLEDGES

Activity Pledges allow sponsors to pledge a specific donation amount for each activity you complete - for example \$10 for each mile walked.



- Setting a per mile goal not only gives you motivation, but makes the donation connected to something active.
- You can create a fun "negotiation" with sponsors - as well as see if they will give more if you go over 20 miles or complete the miles in a certain time.