

10 Tips for Successful Fundraising!

- 01 **Donate to yourself first!** Others will follow your lead.
- 02 **Ask everyone!** No amount is too small and every little bit helps...\$5.... \$20... \$150. Think of your Doctor, Dentist, Vet, anywhere you shop, anyone you make eye contact with.
- 03 **Ask your Employer.** Did you know? Many companies offer employee fundraising matching programs. Ask your employer if they will match your donations!
- 04 **Be prepared to ask for a specific amount.** Sometimes people will ask "how much should I give or how much are other people giving", be prepared to give them an answer.
- 05 **Make it personal.** Let people know your connection to the cause. Let people know where their money is going. Funds raised by riders will go to the Foundation Fighting Blindness to help fund critical vision research to help find treatments and cures for blindness.
- 06 **Follow up!** Send reminders to people who said they would give but have not had time to donate. People forget, get busy and want to donate, so a reminder will help.
- 07 **Bring food!** Bring in cupcakes or order pizza for the entire office and let everyone know you are fundraising so ask for donations. \$5 bucks a slice.
- 08 **Customize your personal email signature and insert the online fundraising link.** This way, your fundraising will be set on automatic pilot and you will be fundraising each time you send, reply or forward an email! How easy is that?

*Sample Signature:
Tom Jones*

On June 23, 2018, I will be participating in Cycle for Sight by cycling 150 km in support of the Foundation Fighting Blindness. Please support my Cycle for Sight journey by visiting my personal fundraising page at: (insert your personal fundraising link)

Having trouble finding your personal fundraising link? Contact us at cycleforsight@ffb.ca.
- 09 **Talk about the Ride!** Talk up your training efforts to everyone you meet! Don't be modest! You are undertaking a very ambitious journey, one which requires you to wake up early on weekends and put in many hours of training. When they learn of your dedication, people will surely be impressed and offer to support you.
- 10 **Create a sense of urgency!** List a countdown in the subject line of your emails: "ONLY 40 / 30 / 15 / 10 / 5... days to go!" There is nothing like a deadline to motivate people!