

10 TIPS

To Reach Your Fundraising Goal



1. Spend a Few Minutes Online

Review the NAIA website (www.naiaonline.org) and Homes for Animal Heroes web page. This will familiarize you with our work and where to find answers to questions you, your fundraising prospects, or team members may have.



3. Be the First Onboard

The best practice as a fundraiser is to ask others to "join" you in supporting a cause. Make a gift in an amount that is significant to you. Your gift also shows your personal investment in the mission of Homes for Animal Heroes.



5. Think Strategically

Create a plan for the different groups of people you know: family, friends, co-workers, neighbors, fellow members of clubs, sports teams, or religious groups. Perhaps ask 10 people for \$10, 15 people for \$15, etc. Or set your run date for your birthday, Mothers' Day, or another special day.



7. Follow Up

If you haven't received a response, follow up. Often, people just need a little reminder or nudge. It could be on their to-do list already. Reach back out.



9. Stay in Touch

When someone makes a gift toward your goal, promptly say thank you. Go the extra mile with a call, text, email, or hand-written note to make people feel appreciated. Then, as you make progress toward your goal, let them know how you are doing. They may want to make an extra gift or help get the word out to their networks for contributions.



2. Tell Your Story

From the Run for Research Awareness event page, select "Become a Fundraiser" to create your individual or team fundraising page. Personalize the page with your photo and consider sharing the story of why you are participating.



4. Make Your Request Personal

Want to know the best way to get a response for an online donation? Text! It's an easy way to share the link to your fundraising page. If you are not comfortable texting everyone on your list, then opt for email when you can.



6. Get Social

Share your fundraising page link via social networks such as your Facebook page. Also, customize and print the flyer template online to post on a workplace or community bulletin board or distribute the flyer personally.



8. Let Your Creativity Flow

Partner with a local restaurant or brew pub to start and end the 5K at its location, and ask the establishment for a contribution and discounts for your team. Host a dog wash, yard sale, or other neighborhood activity as a fundraiser.



10. Celebrate Your Success

When you have reached or exceeded your target, share a post on social media and include a run photo. Be sure to thank everyone again for helping you.