



Digital Fundraising Tips

- 1) Set a fundraising goal and share with friends and family, so that they can help you reach your goal!
 - a. \$100 = Feed a family of four for a whole month
 - b. \$600 = Feed a family of four for 6 months
 - c. \$1,200 = Feed a family of four for 12 months
 - d. \$2,400 = Feed a family of four for 2 years
- 2) Make the first contribution to your campaign to kick-start your fundraising and show supporters that you are personally committed. Ask them to “join you” in this effort
- 3) Personalize your message. Your supporters want to hear why you care about ending hunger in Madera County -- and how they can help.
- 4) Identify your networks of support. Consider who to reach out to and how, whether through email, social media, mailing a letter or a direct conversation. Start by thinking about:
 - a. Friends and family
 - b. Current/ former colleagues and classmates
 - c. Your professional, volunteer or religious networks
 - d. Your social, hobby or recreational group
- 5) Keep your donors engaged. Keep people who give updated on your efforts with emails, social media posts and regular communication -- and ask them to help spread the word. They want to know how your event is going -- and when you hit milestones!
- 6) Follow up on donation asks: People are bombarded by emails and social media and people often intend to give closer to the event but forget. So keep reminding them! The majority of donations come in within the last two weeks of the event date.
- 7) Inspire by sharing the impact of donations - help educate your donors on how their dollars and your efforts are making a tangible difference to end hunger in Madera County.
- 8) Say THANK YOU! Take the time to express your gratitude in a meaningful way. Make your supporters feel a part of your efforts. Make sure to send a final update post event with fundraising totals that shares your gratitude.