

Tips for Online Fundraising



- **Create a campaign**
 - Start a hashtag, post a call to action, or use another method of bringing attention to your cause
- **Use a catchy name for your fundraiser to hook potential funders**
- **Be realistic**
 - Set a goal that is obtainable!
- **Be genuine**
 - Authenticity is powerful. Let people know how much the cause means to you, and why.
- **Use media**
 - Whether it be pictures, videos, gifs, convey your message in a meaningful way that will make people stop and read.
- **If fundraising with a group, create a sample post or email for all members to use**
 - These, of course, can be personalized. But having a general gist is helpful for everyone to easily access and to send a unified clear message.
- **Be honest about your campaign and transparent about where the funds will go**
 - If you're fundraising for an existing organization, provide a link to the organization so funders can do their own research.
- **Use shorter deadlines to convey urgency**
 - 1-3 month deadlines work well, and can be extended if necessary.
- **Focus on the main social media sites: Facebook, Twitter, and Instagram.**
- **Remind potential donors of your cause periodically—don't let them forget you and your goals!**
- **Follow up with funders via email**
 - Keep your funders informed on the progress of your fundraising and show your appreciation for their donation.