

Tips For A Successful Online Fundraising Campaign

- **CREATE A COMPELLING PERSONAL FUNDRAISING PAGE**

Let everyone know why the Chesapeake Bay needs to be preserved and what it means to you personally and to the community.

- **ADD PLENTY OF PICTURES ON YOUR PERSONAL FUNDRAISING PAGE**

Pictures of you, your family and friends, you training for your event, and, of course, of the Bay.

- **SET A HIGH FUNDRAISING GOAL**

Without a doubt, people will give a larger donation if your goal is \$1000 rather than \$100

- **POST YOUR LINK EVERYWHERE**

Post your personal fundraising page on Facebook and other social networking sites by clicking the icons on your personal fundraising page.

- **UPDATE YOUR PAGE AS YOU PROGRESS**

Keep adding updates to keep your followers excited about your progress. This can include new pictures, training stories, links to videos, etc.

- **ASK EVERYONE YOU KNOW**

Give everyone an opportunity to give. You can import all your email contacts using the "Invite People To Donate" button on your personal fundraising page. You can also cut and paste email addresses from any database. You never know what motivates people to contribute, so give them the opportunity to give to you.

- **START EARLY AND BE A FEARLESS FUNDRAISER**

Generally, it takes people three asks before they give! By starting early, you can send reminders to your potential donors at least once a month.

- **UTILIZE MATCHING GIFTS**

Check with your HR department to see if your company has a matching gift program.

- **PASS IT ON**

Ask all of your contacts to send the link to your personal fundraising page to anyone they think would be interested in supporting the Bay.

Online fundraising is easy and efficient. The key is to cast a wide net and send reminders.