



FUNDRAISING METHODS & TIPS

We know people can get nervous when they hear the word 'fundraising.' In order to best equip you to blow your fundraising goal out of the water, we've listed some simple, tried-and-true methods and tips.

*** NOTE:** the best way of receiving donations is through your campaign on UWP's website.

PERSONAL APPEAL

The old fashioned 'ask your grandma-go door to door-tell everyone you meet' method. Put out a post on social media with your online campaign link and share it with your friends! Make a note to follow up with people in person or through social media. Be sure to communicate your WHY. Why are you being a sponsored runner? Why is clean water important to you? Why are you helping support the work of the Ugandan Water Project? Having solid answers to those questions will help you advocate well.

20 x 50

20 x 50 is a fun, simple way of breaking down your goal to more manageable pieces. If you can get 20 people, just 20 people, to give \$50, you've already raised \$1,000 for clean water! If \$50 seems like too low or too high of an ask, adjust your numbers to meet your goal.

Other Tips:

- Update your community regularly with where you are at with your fundraising.
- Use invitational language - ex. "I only need 12 more people to help me reach my goal - **will you be one of them?**"

CORPORATE SPONSORSHIP

Donations from businesses are a great resource as sponsored runners! We've created a Corporate Sponsorship form and a list of talking points so you can approach your place of business, or others you're connected to, prepared with information about UWP, the race, and why they should participate.

Business should fill out the Sponsorship form and mail it in (or donate online). We'll do the extra work of adding their logo to our website and giving them a few shout-outs from our social media.

Other Tips:

- When you secure a corporate sponsorship, don't forget to tell us! We'll make sure it gets added to your fundraising campaign.

MATCHING FUNDS

Matching funds are a great way to add some excitement to your fundraising process! By asking someone to provide a strategic matching gift you are asking for more than a donation - you are asking that person to partner with you to make an even bigger impact than if they just donated to your campaign.

In our experience, if your network knows you have a matching gift, they will make sure you reach your goal. If you only have \$100 left before you reach your goal and receive the matching funds, odds are someone won't be able to resist helping you reach the finish line.

Other Tips:

- We suggest the amount you request for a matching gift should be at a higher level than someone may normally just donate (ie., \$250, \$500, or \$1,000 matching gift)
- Set a clear deadline
 - ex. "If I reach my goal by 10:00pm on April 1st, one of my incredible friends will match my goal, doubling the impact!"
- ex. If your goal is \$500...
 - Fundraise \$250 and ask for a matching gift of \$250
 - Fundraise \$500 and ask for a matching gift of \$500 to double your goal
 - Do a social media blitz and ask a donor to match the amount you raise in 24 hours

BLUE ENVELOPE CHALLENGE

Blue Envelope Challenge is a great way to pull lots of people into your fundraising campaign. Set up a poster board, envelopes or index cards numbered 1-100. Use social media or ask your network to pick an envelope and donate the corresponding number amount. This way no one pays more than \$100 and you can make people who donate \$5 still feel like they played a big part in helping you reach your goal.

If each envelope, 1-100, is picked and the corresponding amount donated, you'll have raised \$5,050! You can adjust the number range if necessary. 1-75 will raise \$2,850, 1-50 will raise \$1,275, and 1-25 will raise \$325.

Other Tips:

- Color in each index card or cross off the envelope when it gets chosen so people know what is left
- Write in each donor's name on their index card or envelope so you can see all the people who have helped contribute to your campaign
- Set a deadline for your goal and encourage people to give before time runs out
- Use social media to update your network on how many envelopes are left as you go

CALENDAR PLEDGE

Similarly to the Blue Envelope Challenge, the Calendar Pledge helps break down your fundraising goal into manageable bits so you can get lots of people involved at a relatively low donation level. Divide the number of days left for fundraising by your goal. If you are planning on diving into fundraising two weeks before the event and your goal is \$2,000, that's \$143/day. Ask people to donate the cost of a day (\$143), a half-day (\$71.50) or a quarter-day (\$35.75). Make a large calendar that can be filled as the days are purchased and update your progress each day via social media.

Other Tips:

- If you want a lower donation amount, just divide your goal by 21 days, 28 days, etc.

- Be sure to thank each person who donates!