

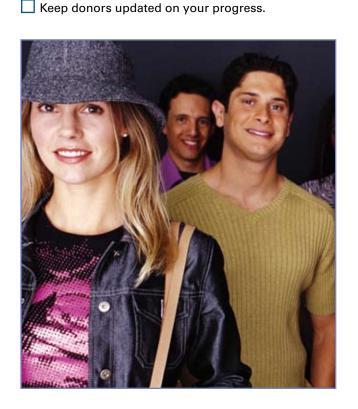
## **Fundraiser Check List**

Set a Goal
I will raise & by this date
I will contact people in order to reach my goal.  For example, Mary needs to raise \$3,000 for her cause. She estimates the average contribution will be \$50. If 50% of the people she contacts contribute, she will need to contact 120 people to meet her goal.
<b>Customize your Personal Webpage</b>
Upload a personal photo.
Create a message connecting yourself to your cause.
Manage Your Address Book
Enter or upload all your email addresses into your Active Giving address book.
Keep track of who you've emailed and when.
Email Everyone!
Send an email to all family and friends, asking them to contribute.
Email local businesses that might be interested in your cause. Ask them to sponsor you.
Send an email to your co-workers inviting them to contribute.
As you receive donations, write thank you emails.
Input all Offline Donations
Enter offline donations into your fundraising headquarters.
Remember to collect email addresses from offline

donors.

Phone: 888.543.7223 x4

## Tips for a Successful Email Campaign Make it personal. Briefly explain why this cause is so important to you. Your subject line should be simple and causerelated. Be sure to include the link to your fundraising page, and make it stand out. Educate your donors on your cause and stress the benefits of contributing. Always ask contacts to forward your email to others. Ask often and ask big!



Email: givingsupport@active.com www.ActiveGiving.com

