

# Creating a Successful Fundraising Plan for Scenic Shore

## Introduction

Key to fundraising is creating a simple plan that helps focus on steps to achieve your fundraising goal, whatever goal you set. This document provides a guide to creating and following a fundraising plan.

## Key Tips

1. Start early -- creating the plan earlier in the season will help reduce fundraising anxiety and help you achieve your goal sooner.
2. Create and follow a plan regardless of your goal. Whether it's the \$400 minimum or a higher goal, a plan will get you there faster and will create a structure that will help in future years.
3. Record your progress. Use the simple spreadsheet to track your donations and progress towards your goal. In addition, the spreadsheet will help you with reminders and thank you's and will create a contact list for next year. People who support you in one year are the most likely supporters in future years.

## Planning Steps

- 1. Set your fundraising goal to \$1,000**
  - a. The fundraising minimum is \$400
  - b. Years of experience show that if you set your goal to \$1,000, you will get larger donations and you will reach your \$400 goal faster.
  - c. The higher you set your goal, the larger each donation is likely to be.
  - d. Know that fundraising for this ride is successful because people WANT to support your efforts. After all, you are biking 150 miles to support blood cancer research! And the research funding over the years has resulted in better treatments and higher survival rates. Your donors will be helping to save lives.
- 2. Log onto your fundraising web site**
  - a. Verify that you can log on
  - b. Update your displayed goal
  - c. Get familiar with the system
- 3. Ask yourself, "Why am I doing this?"**
  - a. This is your story to share with supporters
  - b. Maybe it's to get fitter. Perhaps it's to help find cancer cures. Maybe it's to honor a loved one with cancer.
  - c. Whatever your reason or reasons, this is the story you can tell your potential donors when you ask them to support your efforts.
- 4. Use the planning spreadsheet**
  - a. Enter your goal
  - b. List your fundraising ideas -- some examples are:
    - i. Letters
    - ii. Email

- iii. Social media -- Facebook, Instagram, etc
- iv. Events
- v. Matching donations
- vi. Sponsors
- vii. Other?

- c. Estimate the fundraising dollars from each idea
- d. For individual solicitations, enter names of potential donors and guesstimate of donations.

#### **5. Customize your web site**

- a. [Here's a document that will help](#)
- b. Log in
- c. Update your goal
- d. Add a photo
- e. Tell a short version of your story
- f. Ask people to support your efforts
- g. Bookmark your web site URL

#### **6. Donate to yourself**

- a. Donating to your own fundraising shows your supporters that you are serious. It also gives them an example of how much they should consider donating.
- b. If you donate \$100 to your fundraising, you will find that supporters will donate more than if you donated \$25. Plus, if your goal is \$400, you will be 25% done with a single donation! If your goal is \$1,000, your \$100 will get you 10% complete!

#### **7. Use the Lymphomaniacs custom fundraising URL**

- a. The URL provided by Scenic Shore is very long and hard for people to remember or type.
- b. As a Lymphomaniac, you can use our custom team URL. It's simply [go.lympho.info/firsnamelastname](http://go.lympho.info/firsnamelastname). For example, Tom Stone's URL would be [go.lympho.info/tomstone](http://go.lympho.info/tomstone). Just substitute your name.
- c. NOTE: Be sure to test before you share your custom URL. Notify the team captain if it doesn't work.

#### **8. Write a fundraising letter, email or flyer**

- a. Even if you plan to raise money by events or Facebook, it's a good idea to draft a fundraising letter or email. This will give you a handy document to copy and paste from when you need to explain what you are doing and why people should support your fundraising efforts.
- b. Your letter or email should "tell your story." That is, let people know
  - i. [What you are doing](#)
  - ii. When you are doing it
  - iii. Why you are doing the ride
  - iv. What your fundraising goal is
  - v. How they can help
  - vi. [What their donation supports](#)

- vii. The donation deadline
- viii. [Information about the team and our goal](#)

## 9. Helpful fundraising tips

- a. Check out some practical [fundraising tips](#) from the Scenic Shore web site.
- b. Read this [article on the psychology of fundraising](#)
  - i. Tell a story -- tell your supporters what you are doing, why you are doing it, and how their support will make a difference.
  - ii. People are more likely to donate the closer you are to your goal...it's called goal proximity. When you are closer to your goal, supporters will feel that their donations have more impact on your success. The lesson is to donate to yourself to get started then focus on supporters who are most likely to donate regardless of your progress...these might be close friends, family, matching donation from your employer...it will be different for everyone. As you get closer to your goal, let your potential donors know that you are, say, \$500 away and they can help you hit your goal!
  - iii. Plan fundraisers that get your supporters engaged. Think of the successful ice bucket challenge. Engaging your supporters in an activity makes it more likely they will donate.
  - iv. If you want to do a fundraiser, pick an activity that YOU and your supporters enjoy. If it's fun, it will be less onerous and more likely to meet your goals. Remember, if you are doing a fundraiser for the first time, be realistic about your goals. Sometimes it takes a few years for an event to grow. When you plan a fun event, your supporters are sure to ask about your 2nd and 3rd Annual repeats, and you are likely to find others who want to be invited. So, do something FUN!
- c. Ask your employer about matching donations.
  - i. Matching donations will double your fundraising! Some companies even offer double matching.
  - ii. Here's a [list of companies](#) that offer matching donations. As your HR department for details.
  - iii. If your company doesn't have a formal matching program, ask whether they will sponsor your fundraising efforts with a donation.

Whatever your fundraising goal, your efforts, combined with those of your teammates, will help blood cancer patients. From research to insurance co-pays, the money makes a difference in people's lives. Take some time to make a plan, then follow it. While things never go exactly as expected, the plan will provide you with a framework for success and will help you adjust as needed and set the stage for future years.