



Fundraising Tips

Not sure where to start with your fundraising?

Here are a few simple, impactful ways to get started – and keep up the momentum.

1. Set a goal

Establish a fundraising goal! A clear goal helps maintain motivation and gives your supporters something to rally around. Once you reach it, increase your goal!

2. Be your first donor

Start by making a self-donation to demonstrate your commitment. This often inspires others to follow your lead.

3. Double your impact

Ask your employer if they offer matched donations. Many workplaces are happy to match what you raise, especially for community-focused causes like FARE's..

4. Gather your first \$100 with five asks

To create significant change, start small. Reach out to five people-friends, coworkers, cousins, or even your friendly local barista-and ask each of them for a \$20 donation. This is an easy way to quickly accumulate your first \$100 and build your confidence early on.

Tip: Remind people that their donations over \$2 are tax-deductible.

5. Share your 'why'

Let people know why you're supporting FARE – your *why*, helps people connect to the cause.

6. Need a reminder of what you're supporting?

Take a moment to read through our **talking points**; it may help you craft messages that inspire action and demonstrate the real impact of FARE's work.

7. Spread the word

Use social media, your email signature, work intranet, or even a group chat. You don't have to overthink it – just share your fundraiser and give people the chance to support you.

8. Make a plan

Create a simple plan. You might aim to reach 25% of your goal in three weeks, post updates about your progress every Friday, or host a small fundraising event, such as a work bake sale. Make sure it's achievable and fun!

9. Follow up

Most people appreciate a little reminder, especially as life gets busy. So don't hesitate to send a follow-up message or post; a gentle nudge can be very effective.

10. Say thank you!

Every gift deserves a thank you. You can thank your donors directly by replying after they donate to your fundraising page. Consider going the extra mile by shouting out your donors on social media, sending them a quick DM, or sharing how their contribution is making a difference.