



Build a Personal Fundraising Plan

You can't get where you're going without a map! Like a good map, a good fundraising plan will help you reach your goal. Below are some initial steps and ideas to help you get started and build your fundraising plan. We've also included a sample fundraising plan for a goal of \$1,000. Tailor your fundraising plan to your specific goal. Good luck!

- 1. Set a Fundraising Goal** – It is important to set a fundraising goal that you feel is challenging yet achievable. The following questions will help you determine a fundraising goal that is best for you.
 - Think about how you plan to fundraise. Are you hosting an event? Or doing a letter writing campaign?
 - Who will support you?
 - Do you have a deadline to reach your goal?
- 2. Make a Self Donation** - Kick off your personal fundraising campaign by making a self donation. Making a self donation will show your team members and potential donors that you are invested in the fundraising success of your team
- 3. Identify Your Fundraising Network** – Build a list of friends, family and colleagues who you could ask for a donation. Think of businesses that you fraternize regularly and consider asking them for support as well. Use the *Who Do You Know Worksheet* to help you.
- 4. Make Your Ask**- Now that you've built your fundraising network, tell your friends, family and colleagues that you are fundraising for Great Strides! Share your story by updating your Personal Page. Send your fundraising ask out through various communication channels to maximize your exposure and opportunity to raise funds to reach your goal. Utilize the following:
 - Letter writing
 - Email
 - Great Strides App - utilize Facebook, Twitter, email, text messages and other social media outlets to spread the word about Great Strides
- 5. Follow Up On Your Ask** – On average it may take potential donors three reminders to make a donation. Send reminders out to potential donors and donors, keeping them updated on your progress.
- 6. Organize a Passion Fundraising Event** – A Passion Fundraising event is created when a participant is inspired by their favorite hobby or pastime to develop a unique fundraising event or opportunity. Review the *Passion Fundraising* document to help you get started to host your own passion fundraising event.
- 7. Thank You** – Never underestimate the power of a thank you. Whether you write and mail a note, send a thank you email, or post a thank you on Facebook, your donor will appreciate the acknowledgement.

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Sample Fundraising Plan

Goal: \$1000

Fundraising Strategies:

- Online letter writing to family and friends - \$500
- Social media fundraising - \$250
- Passion Fundraising –Bake Sale - \$250

Fundraising Network:

Send a letter or email sharing your story and reason for raising funds for the CF Foundation.

- Make your own \$25 self donation - \$25
- Ask five neighbors for \$10 each - \$50
- Ask your boss to contribute \$50- \$50
- Ask five co-workers for \$10 each - \$50
- Ask three family members for \$25 each - \$75
- Ask two businesses for \$50 each - \$100
- Ask four friends for \$25 each - \$100
- Ask two people at your community organization donate \$25 each - \$50

TOTAL - \$500

Social Media Fundraising:

Post a link to your Great Strides Personal Page on the social media account of your choice. Share a fact about cystic fibrosis, a quick story of why you are fundraising, or a photo daily to make your social media post personal. Share your fundraising goal with your social media network and keep them updated on your progress. Thank your social media donors online and acknowledge them publically for their support.

- Ten social media donations of \$25 each - **\$250**

Consider Hosting a Passion Fundraising event:

Organize a Passion Fundraising event and take your Great Strides fundraising to the next level. Speak with the individual in your office who schedules employee activities and tell them about your goal to raise funds for the Great Strides. Ask them if they would be willing to allow you to organize a Bake Sale, or other office fundraiser to help you reach your goal.

- Bake Sale during morning and afternoon hours - \$250

TOTAL - \$250

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Map Out Your Fundraising Plan

Prior Year Raised: \$ _____ **This Year's Goal:** \$ _____

** The average Great Strides walker raises \$300. Add Tomorrow and become a Super Strider and raise \$500 and beyond!*

Self Donation Amount: \$ _____

Letter Writing Goal: \$ _____

Identify a list of potential donors by using the **Who Do You Know** document. Take your goal and divide this by what you think your average online donation will be to come up with the minimum number of individuals you will need to ask to support your fundraising efforts. You can also guess what your potential (or past) donors may donate to you this year to help you set a letter writing goal.

Name _____ Potential Donation \$ _____

Name _____ Potential Donation \$ _____

Name _____ Potential Donation \$ _____

Example: \$500 goal divided by a \$75 average donation = a minimum of 7 potential donors needed. To ensure the goal is reached, ask 3 times as many donors as are needed to reach the goal.

Social Media Goal: \$ _____

Tell your story through Social Media; add photos and the link to your personal fundraising page to each status update or tweet you post. Set a goal to attract a specific number of donors per post to help you track how many social media posts you will need to reach your goal

Example: If a goal of \$200 is set for social media and each post will attract \$25 in donations, 8 creative social media posts are needed to help reach the goal.

Passion Fundraising Goal: \$ _____

Plan a passion fundraising event to boost your fundraising efforts. Determine what type of event, how many people will attend and how much you will charge attendees to get involved.

Example: Host a fundraising pancake breakfast. Invite 30 people and charge \$10 per person to reach a goal of \$300.