



Guide to Great Fundraising

You've decided to become a Child Aid fundraiser and we couldn't be more excited.

Welcome to the team!

Your passion and support of our work means the world to us. But more importantly, it means the opportunity for a better education and a brighter future for thousands of Guatemalan children.

Fundraising can seem daunting at first, but this guide will help you with some simple steps and best practices for success. Good luck, and don't hesitate to contact us if you have any questions or need additional support.

We can't wait to see what great things you accomplish.

Getting Started: Ready, Set, Launch!

Before you tell the world about your campaign, take a few minutes to set up and personalize your page. When you tell your story and share your enthusiasm in your own words, others will feel it too.

Create Your Page

If you haven't already created your online fundraising page, [click here](#) to set up an account and get started. Set your campaign goal, add a profile photo and a descriptive title and you're ready to go.

Tell Your Story

Your potential donors will be interested in the cause, but they are primarily interested in you. Write a campaign update or edit the sample we've provided. Tell your supporters why you are fundraising and why this campaign is important to you. Add photos or even a video to help tell your story.

Get the Ball Rolling

Nobody likes to be first. That's why it's a good idea to get your fundraising off to a good start by making the first contribution. This shows that you are serious about helping the cause and will make others more likely to get involved.



Spread the Word

The next step is to launch your campaign and tell the world about it. The best fundraisers start by asking their closest contacts first and progressively working outwards to more distant contacts.

Here are few suggestions to you started.

Start With Your Closest Contacts

It's always best to start by calling, emailing or texting your closest friends and family, because they are the most likely to support your campaign. Try sending quick, personal messages to 5-10 people in your "inner circle" and encourage them donate and help you get your campaign off to a great start.

Branching Out

Next, send an appeal email to 10-50 of your close contacts (your circle of family and good friends). Tell them why you are fundraising and ask for their support. Be sure to include a link to your page.

Tap Into Your Social Network

To reach a broader audience, use all the social media channels you frequent to rally your community. Try to appeal to at least 30 of your contacts. You can spread your message further by tagging the people that have already donated to you and thanking them for their donations.



Stay in Touch and Finish Strong

The more you engage with supporters the more likely they are to donate. Successful fundraisers send at least three personal emails to remind potential supporters of their campaign.

Provide Updates

Not every message has to be an ask for dollars. Campaign updates provide a gentle reminder for those who initially intended to donate but haven't hit the donate button yet. You can add an update to your campaign page or send an update email to your contact list.

Send Reminders

Don't be afraid to send reminder emails to your contacts who have not yet responded to your campaign. Include a link to your page, remind them that time is running out, and explain how they can help you reach your the goal.

Say Thank You

This is the most important step of all. Be sure to send a personal thank you to each and every one of your donors, whether through email, a handwritten note or on social media. Put your heart into it and let them know how much you appreciate their support.





**Good Luck and Remember:
HAVE FUN!**

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and you can do it. Know that your effort will make a big difference!

Thank You.

Have Questions? Contact us