



# Fundraising Tips for your Campaign

**Fundraising can be intimidating - but it doesn't have to be!**

When you ask someone to give to your LUV Strong campaign, you are not asking for money — you are inviting them to make an impact on the lives of hundreds of children and women in Sudan and South Sudan!

Share your pride and excitement in being a part of this great cause, you will radiate that enthusiasm and make people more willing to donate!

## First Step

Make your own donation to your fundraiser to get the ball rolling! When people see that others have already donated, they are more intrigued to do so as well.

## How Much to Ask?

**Think about who you are asking.** Be sure not to over *or* under estimate when asking for donations. Don't ask for \$20 from someone you know could donate \$1,000! (Or vice-versa!)

Here are a few suggestions:

- **\$1 Per Mile** - Ask friends and family to sponsor \$1 for every mile you ride, walk, or run. For example, after riding for 50 miles, you would have \$50 going towards your cause already!
- **Set a goal** - if you want to raise \$500, you could invite five people to give \$100, ten people to give \$50, or fifty people to give \$10.
- **Ask for a specific need:**
  - **\$25** - Meets the critical nutritional needs of a vulnerable child for one month.
  - **\$70** - Provides one student with school shoes and a uniform made by local tailors.
  - **\$100** - Offers preventative medical care for children and women.
  - **\$200** - Empowers a survivor with meaningful work for one month.
  - **\$500** - Employs a local teacher to educate students for one month.
  - **\$1,000** - Equips local leaders to respond quickly to emergencies.
  - **\$2,500** - Protects, educates, and mentors a child for one year.

## Where to Ask: Home is Where the Heart Is!

- **Entertain at Home** - Have people over, share stories, your mission, and have fun! Keep a computer on for people to donate right to your personal fundraising page, or envelopes where people can give cash or checks.
- **Garage Sale** - Got stuff you need to get rid of? Grab some friends and set up shop!
- **Make some dough** - Need an excuse to bake a bunch of cookies? Now you have one! With all the money you receive from cookie sales, you can send LUV the proceeds and we'll apply it directly to your fundraising goal.
- **Extra Change** - Set a box or a bowl in a central location in your house, allowing everyone in your family to drop their spare change throughout the days and weeks. After a while it'll really add up!
- **Theme Night** - Throw a theme party! Maybe everyone could dress up in 1970s attire or as characters from your favorite movie or book. Ask all your friends to donate \$25 or \$50 towards LUV's mission, have fun and raise money!

## Write On!

- **Send out emails** to family and friends asking for their support! (Individual emails will feel more personal to your donors than sending mass emails).
- **Customize your Email** - Add a sentence in your email signature about the cause you are fundraising for, make sure to ask for a donation! Include a link for easy access, this will increase the flow of donations.
- **Social Media** - Post an Instagram story, a Tweet, or a Facebook post with the link to your Campaign Page included!
- **Mail Eye-Catching Letters** - Remember getting fun letters or cards in the mail? Try it again and add a personal note and some pizzazz to your sponsor letters by incorporating fun colors and designs, these are sure to stick out against the boring old bills.
- **Reminders** - Send out 2-3 reminders to people that may not have responded the first time you reached out to them. Don't be shy about sending out reminders. Most people just forget and appreciate the extra nudge.
- **A little inspiration goes a long way** - Make bookmarks or postcards with pictures and stories that will motivate people to give!

## Work It!

- **Play your cards right** - Challenge everyone in your office to raise the most money. Make sure there is a prize for the winner, such as a gift card to their favorite cafe.

- **Corporate Cooperation** - Ask if your company would be willing to match the donations given to you by fellow coworkers.
- **Friend's Corporate Cooperation** - Check and see if your friend's company will match the donation they're giving to LUV in your honor — double the impact!
- **Corporate Sponsorship** - Check out the companies in your area, choose one and get into direct contact with them about sponsoring your LUV Strong campaign. They may even be able to sponsor you entirely! (Hint: [Thrivant Financial for Lutherans](#) does this!)
- **Dress Down for a Donation** - Ask your company to allow for an official LUV Dress own Day at the office! How it works, is people want the privilege of dressing down, they each must donate at least \$10 or \$20 towards the event.

## Reach Out!

- **Local Restaurants** - Ask around at your favorite restaurants to see if they would be willing to set out a donation jar at the front desk as a way of collecting tips that can be used towards your fundraising. Make sure you speak with the manager; they may even direct you to a spot of high traffic where many people will be able to see the jar!
- **Radio Station** - Call into your favorite radio station and ask if they would be willing to spread the news on the radio. This will expand your audience tremendously!
- **Hair Salon** - For every haircut your hairdresser does this week, ask them to put away \$2 towards your LUV Strong Campaign!
- **Small Businesses** - Go to local businesses and ask if you can leave a donation jar on the front desk or register. Add a picture of yourself and a short explanation of what you're raising money for, this will inspire people!
- **Bike or Running Shops** - Tell your local bike or running shops the story and ask them if they'd be willing to sponsor you - or join you in the ride or run to raise funds too!
- **Church Bulletin, Nearest Co-op, Local Cafe** - Ask these places if they would be willing to place your flyer and story on a bulletin or e-letter! (Hint: ask them to include the URL to your campaign for any digital promotions or create a QR code that directs people to your page on any printed promotions).
- **Parent to Parent** - Hand out flyers at your kid's sports game to invite other parents to participate!

## Fundraising is no sweat!

- **Pump Iron for Pennies** - Ask if your local gym would be interested in placing a pledge jar at the front desk. Leave some pledge forms there as well! Ask your instructor to make an announcement during the workout class!

- **Training Ride Along** - Ask a family member or a friend to ride along with you while training. Your dedication just might inspire them to either donate or join you!
- **Teamwork** - Ask your sports team to sponsor you, or better yet — to join you!

## Never too cool for school!

- **Easy as ABC** - Contact your school and ask them if they could put some advertisements into a newsletter, e-letter, flyer, or the daily announcements.
- **Greek Houses** - Ask your Fraternity or Sorority if they would be willing to donate.
- **Alumni** - Ask your college or university to place an ad into the alumni newsletter and allow your former classmates and friends to support you.

## Don't forget to say thank you!

**Appreciation is Key!** The follow-up is just as important as the gift itself! We recommend that you thank everyone within 24-48 hours to help grow your impact. Call, email, mail, or text to thank everyone that gave to your fundraiser.

- **Here's an example:**

[First Name], thanks so much for helping me reach my goal! I really appreciate your generosity and would love to talk with you more about the mission of Lift Up the Vulnerable. Please let me know if you have any questions or want to help me introduce LUV to others in the area. I'd love your help and it would be awesome to get your ideas.

- **Follow-up with those that didn't give:**

[First Name], I wanted to let you know that I was able to reach my fitness goal for the LUV Strong fundraiser this summer. I know life is busy and I wondered if you have time if I could share more with you about the fundraiser and why I got involved with the organization Lift Up the Vulnerable. I think their mission would really resonate with you. Let's get a coffee sometime and talk more. You can also give and learn more at: <https://liftupthevulnerable.org/>

### How people can give:

---

- **Online:** Instruct people to [donate directly online](#) via your personal LUV Strong fundraising page.
- **By Check:** If they'd like to donate by check, have them mail donations to: Lift Up the Vulnerable P.O. BOX 22027 New York, NY 10087 and add a note "For LUV Strong: [Your Name]"