

# Fundraising Do's and Don'ts



**Don't** go it alone! Get your friends and family involved. By enlisting their help, you'll keep your level of motivation up while splitting up the fundraising work among multiple people. With their help, you can smash your fundraising goals!

**Do** put your money where your mouth is. Be the first to donate to your fundraising page. By doing this, you are showing your commitment to your cause and helping to set a benchmark for other donors.

**Don't** use a one-size-fits-all approach. When you're sending out messages to friends and family asking for donations, make sure you're personalising the note for each person. People are more likely to donate if you've taken to time to tailor your outreach to them.

**Don't** forget to say thank you! Let donors know the difference they have made and make them feel great about it with a thank you note.

**Do** share your fundraising page. Post it on Facebook, Twitter, email and any other social network you can think of. Spread the word and ask your followers to do the same.

**Do** let people know how much to donate. People are more likely to be generous if they know how much you would like them to give and how much it will help you achieve your specific fundraising goal.

**Don't** forget to let your employer know you're fundraising. Many employers offer programmes that match charitable donations or offer paid time off for volunteer work.

**Do** tell your story! Let supporters know why you are doing what you are doing. They want to know, so share your passion. Who knows? They might just find a cause of their own in the process.

**Do** use our fundraising material – please visit [www.langleyhoustrust.org](http://www.langleyhoustrust.org)

*Together we can put the FUN into fundraising!*