



SANTA BARBARA TRIATHLON

Fundraising Success 101 - Helpful Tips and Tools...

Getting Started:

1. **Set a goal:** This very simple thing is the key to successful fundraising. For example, let's say you set a personal goal of \$100 ...
2. **Meet your goal:** It's not hard, just ask 10 people for \$10.00
3. **Surpass your goal:** It's as easy as writing an email or letter. The average Donor email/letter raises \$2,500!
4. **Double your dollars:** Ask if your employer has a matching gifts program. And ask your donors if their employers will match their gifts

The Rules of Fundraising: Writing an email or letter may be a quick and easy way to reach your goals

1. Face-to-face is best
2. Make it clear why you are raising money
3. It's easy to trade down; trading up is much harder
4. Tailor your pitch to meet your donor's needs
5. Ask for a specific dollar amount rather than letting the donor decide
6. You have to ask for money to get money
7. "Maybe" or "I'll think about it" doesn't mean "No." Only "No" means "No" and that's only for right now!
8. Make it as easy as possible for someone to give you money
9. Follow-up, follow-up, follow-up!
10. The most important thing you can say is "THANK YOU."

How to raise \$100 in just 10 days:

1. Put in your own \$10
2. Ask your significant other for \$10
3. Ask your boss for \$10
4. Ask a co-worker for \$10
5. Ask a friend for \$10
6. Ask your neighbor for \$10
7. Ask a relative for \$10
8. Ask your doctor for \$10
9. Ask another co-worker for \$10
10. Ask another relative for \$10

Here are all the tools you will need: (customized just for you)

1. A sample email. Open it, customize it with you Personal Fundraising Site URL, address it to all your friends. If every SB Triathlon participant gets 7 friends to donate \$5 each we will reach our goal of \$50,000 to the Cancer Center of Santa Barbara!
2. A sample letter & the Donor Sign-up Sheet. (See additional tips on letter writing on the next pg.)

**Write your own letter – here are some tips:
Write a letter about your triathlon effort and include:**

1. Your personal fundraising goal
2. Why you are racing to help the Cancer Center of Santa Barbara.
3. If you have a personal cancer story or a Cancer Center of Santa Barbara connection, discuss how this has affected your life and the lives of your family
4. What the money will benefit (refer to our letter below)
5. Where to send their contributions – include the Donor Sign-up Sheet with all letters sent out.
6. An option for them to pay online at your personal fundraising site.

Mail it to your family, clients, vendors, and friends.

Sit back and collect your donations through the mail or online and wait for the gear to pile up.