

1. GET THE BALL ROLLING



Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good **start by making the first contribution**. This will make others more likely to get involved.

2. ADD YOUR WHY TO THE MIX



You can share an email right from your fundraising page. The most important thing you should add to this message is **why you are fundraising**. Let your circle know why Queen Louise Home for Children matters to you — that's what they care about most!

3. START WITH YOUR CLOSE CONTACTS



It's always best to start by reaching out to your close contacts because they are your people who are most likely to donate. **Try sending some quick personal messages to your inner circle** to build up some momentum. Then you can customize one of our email templates to reach out to other friends and contacts.

4. NOW MOVE TO SOCIAL MEDIA



Once you've sent your first batch of emails out, it's time to turn to social media. **All of your friends and family on Facebook and Twitter can be a part!**

One of the best ways to start is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already supporting you.

5. REENGAGE WITH EMAIL



Don't hesitate to send a few follow up emails or texts. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

6. CONTINUE THANKING AND UPDATING SOCIAL MEDIA



As more of your network gets behind you, keep thanking them on social media and make sure you continue to **share your progress towards your goal**.

Fundraising only takes a little courage and creativity, but it's all to make sure the children at Queen Louise Home are supported. We know you can do it and your efforts will make a huge difference!

THANK YOU!