



8 Pillars of Successful Community Fundraising

Plan

Fundraising rule number one is to start with a plan – budget, volunteer resources, timeline, and goals. Give yourself plenty of time to organise your fundraiser. Tell participants with lots of notice that it's about to happen and be sure that it doesn't compete with other fundraisers or activities at your school or in your community.

Variety

Make sure you have a mix of event and sales fundraisers throughout the year and ensure a good ratio between effort and reward. The key is to balance the time your fundraiser demands with your financial needs, with an aim to raise money and build community spirit at the same time.

Motivate

Tell everyone your financial goals and why you're raising funds. Make it personal, people will get behind your fundraisers if they know how much you want to raise and what the money is to be used for.

Involve

Get lots of people involved. The more ownership you give people the more they will support your fundraiser. Give specific tasks to share the workload, we all know volunteers have extremely busy schedules and they will be much more likely to help out if you make efficient use of their time. Work closely with teachers, staff or committee members to get everyone excited and involved in the project.

Communicate

Keep your community up-to-date by publishing results regularly. Use newsletters, notice boards, group emails, social media, assemblies and your website to let people know how close you are to your goal.

Inspire

Keep talking about it, don't be shy, remind remind remind! Promote by offering incentives and prizes or give a discount for bulk purchases and watch your fundraising dollars soar.

Thank

Thank people often and loudly. Acknowledging everyone's efforts is the best way to keep people feeling appreciated and in turn involved in any future projects. Thank everyone personally for their individual contributions - volunteers and customers.

Tell the World

Let your community know about your success. Be sure to let everyone know how much you raised and how the funds are being used. It's important to celebrate and share your achievements, so all involved feel their efforts were worthwhile.