

Messaging and engagement

Our best tips for individuals

Getting the Word Out

- Email is the best way to connect with everyone and raise money. It drives donations way better than social media. So, the more people you email, the more you'll raise for your cause. Direct messaging on Facebook and Twitter works well too.
- If possible, try emailing people one at a time or in batches of 10. Making everyone feel special will lead to more engagement.
- Your supporters are on this journey with you so message 'em often with updates, photos, and stories to keep them connected. You can easily do this by using the campaign post update tool within your fundraiser dashboard.
- Definitely still post on social media to get the word out too -- be sure to have a clear call to action in the post. Something like “Please Donate to my fundraiser to help fundraise for a Young Life camp in Africa” plus include the direct link to your page.
- Make your donors feel appreciated. Be so good at thanking 'em that they are compelled to share your page too.
- Keep the energy high. Momentum is important too - kick things off strong and keep pushing/messaging till the event.



Sample Email Draft

{NAME},

I just signed up for the {Fundraiser Name}. It's going to be so amazing.

I'm reaching out to everyone I know to help me raise {YOUR FUNDRAISING GOAL} for {CAUSE YOU'RE SUPPORTING}. Any amount you can give is amazing and so appreciated.

Just click here {LINK TO YOUR FUNDRAISING PAGE} to check out my fundraiser and either join my team or click the big donate button. Please give what you can. It'll take you about ten seconds.

Here are some quick facts about my cause...

{ADD: SOME INFO ABOUT YOUR CAUSE. THE MORE TANGIBLE THE CAUSE THE BETTER, For Example: Donate \$10 to provide a hot meal for a victim after a disaster}

Thanks so much for your support.

{YOUR NAME}

