

# Your Fundraiser in Action: 4 Steps to Success

## 1. Personalize & Show Your Commitment



- Kick off your fundraiser by **making your page unique to your organization**. Feature photos that allow your employees and customers to see what your fundraiser is all about. Extra resources and informational material can be great additions to your page and can be found [here](#).
- Begin the fundraising process by **making a donation to your page**. This allows supporters to know your fundraiser is in full swing and that they can easily get involved.

## 2. Email Your Network



- Consider the close contacts in your network **who have a connection to breast cancer**, or that are likely to donate. Reach out to ask for support in spreading the word about your company's fundraising efforts.
- After sharing with your close contacts, take it a step further by **emailing the rest of your network**, co-workers, and customers to continue to draw people to your company's fundraiser.
- **Ensure your network knows why your company started this fundraiser** and share why the cause is important to your organization. This connection will be one of the most important factors when motivating supporters to give to your fundraiser.
- Remember to **explain in detail what NBCF is accomplishing through our mission**. You can find documents to share on our [Fundraising Resources page](#). It is important for your supporters to recognize how their efforts are going to create a lasting impact.

## 3. Use the Power of Social Media



- **Sharing and promoting your fundraiser on social media can tremendously impact the success of your company's campaign**. Utilize the platforms your company is most active on and encourage employees to share on their prominent social media channels, as well. Be sure to directly link to your fundraising page for easy access.
- Remember to **celebrate your success when meeting fundraising milestones** and **share updates on social media** with your community. People are more eager to donate when you are closer to hitting your goal!
- It is always great to ask for donations, but also **use social media to tell a story** and inform your audience what connects your organization to the cause. Is there someone at your organization that has been touched by breast cancer? Would they feel comfortable sharing their story? Storytelling is an effective way to engage supporters in your fundraising efforts.

## 4. Don't Forget to Say Thank You



- Nearing the end of your fundraiser, **follow up with your network to see if they are interested in donating** to meet your goal before the deadline. If you meet your goal early on, feel free to increase the goal to further your reach.
- **Personally thank the supporters who helped share your fundraiser or donated directly**. Remind them they enabled your fundraiser to be successful and you and NBCF appreciate their donation!