

EFAA EMPLOYEE GIVING CAMPAIGN FUNDRAISING TIPS

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 great start by making the first contribution. This will make others more likely to get involved. If one or two of the leaders of your company can be some of the first to donate or create a team, it provides even more motivation for others to jump in!

2. ADD YOUR WHY TO COMMUNICATIONS

The most important thing you can add to your team or personal fundraising page is **why you are fundraising**. Let your colleagues, friends and family know why this matters to you – that's what they care about most! We've put together an email template in your campaign toolkit that you can also add your personal "why" to.

3. START WITH YOUR COLLEAGUES

It's best to start your fundraising communications and asks with the core group of people invested in the fundraiser – your colleagues. Send out a mass email to everyone in your company to get them interested, then try to follow up personally with individuals in different departments to ask if they'll create their own team or personal fundraising page. The more people within your company that become fundraisers (not just donors), the more success the campaign will have! Once your colleagues are on board, strongly encourage them to invite their social networks to donate to keep the momentum going.

4. TAKE IT TO SOCIAL MEDIA

Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter 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 getting behind you.

5. REENGAGING WITH EMAIL

Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly 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.