

Quick Fundraising Tips To Help You Kick Things Off

1. Remember: People Want to Support You

Most people give because they care about *you*, not only because of the cause. You're inviting them to be part of something meaningful in your life—and that's powerful!

✨ Tip: Don't forget to end every message with your donation link to make it easy to donate!

Example: *You can support my fundraiser here: [link to fundraising page]*

2. Follow Up (It makes a Big Difference!)

Life's busy! People do want to give, but they might miss your first message. Fundraisers who follow up once or twice - even with a short reminder - raise significantly more. Think of it as a friendly nudge, not a bother.

✨ Tip: Fundraisers who follow up raise 2–3x more

3. Every Gift Counts

Remind your supporters that every bit of care counts - Even \$10 or \$25 makes a difference. You may be surprised by some of the contributions that come through when family and friends rally around their loved ones. Every bit of support adds up to help you reach your goals.

4. Share Your “Why”

Sharing your ‘why’ helps others connect with your passion and inspires them to give. Maybe you or someone you love has been impacted by IBD, or you simply want to give back. Use the templates below to make it personal - your story could resonate more than you think!

5. Use the Personal Touch—It Works

Our most successful fundraisers send personal messages in addition to mass emails or social posts. A quick email, text, or direct message over social channels that says why this cause matters to you can go a long way. Make sure you fill in your family or friends' first name when updating the templates below.

