



Teal Ribbon 5k run/walk – Team Fundraising Suggestions

What we have learned

through our experience, donors contribute because:

- they know and want to support you
- your nonprofit resonates with them
- they're amazed by your fundraising efforts or the event you're tackling
- they can see the direct impact their donation makes

With this research, we have found there are steps you can follow that contribute to successful fundraising.

The essentials for successful fundraising

Tell your story. *Not sure how to start?* Try answering these questions in your personal message on your fundraising page:

- Why are you fundraising?
- Why is this cause important to you?
- What impact will each donation make? (funds will be donated locally to advance ovarian cancer research towards early detection)

Set a fundraising goal. Donors want to see their friend succeed. In fact, some will donate again if they know their friend is close to their goal.

1. Set a fundraising target when editing your fundraising page
2. Give updates on the status of your fundraising goal
3. Raise your goal once you reach it. Then update your donors again

Add a picture. Add an image to your fundraising page.

Tell your contacts. Share your fundraising page with family, friends, colleagues, parishioners, or anyone in your community.

- Send letters letting your contacts know that you are participating in the Teal Ribbon 5k run/walk on May 24 and why ovarian cancer is important to you.
- Ask your employer to match the funds you raised.
- Get your community groups involved - hold bake sales, car washes or other fundraisers.
- Ask businesses you frequent to sponsor you.

Thank your donors. Tell donors what it means to you or how their donation is helping your nonprofit.

Thank you and GOOD LUCK!!!!!!