

## Tips to Fundraising Success

The most successful fundraisers use a variety of techniques to reach their goals. Check out our fundraising tips to ensure your campaign is successful!

### Start Now.

The earlier you begin your fundraising the more successful you will be in reaching your goal.

### Create a Fundraising Goal.

Set a goal that you think is achievable or a reach goal. Remember, you can always change your goal if needed.

### Update and Personalize your Participant Center.

Fundraisers who update their personal pages raise between 7 and 18 times more than fundraisers who do not. Share your love for the Foundation and your loved ones and ignite the passion of your supporters. Upload a photo or video and share a little about why you are supporting the Les Turner ALS Foundation.

### Set a Standard by Making a Leadership Gift.

Help kick start your fundraising efforts and make self-gift, then ask friends and family to donate or share your fundraising efforts.

### Know your Networks.

Make a list of everyone you know – friends, family, neighbors, business associates, community members. Use this as your donor list.

### Be Ready to Educate.

People may have questions. Visit our [About Us](#) section on our website for information about the Les Turner ALS Foundation's history, mission and current projects. Or reach out to the [events team](#) with any questions!

### Get Social.

Share your fundraiser on social media pages! Facebook, Twitter and Instagram are great platforms to share your story and ask for support. Don't be afraid to ask your social media followers to share your story on their social media pages as well.

### Create a Facebook Fundraiser.

With Facebook Fundraising, you can raise money through your social network by connecting your Fundraise Your Way personal fundraiser to a Facebook Fundraiser in your participant center. Donations received through Facebook will process and display on your personal fundraising page. The fundraising goal thermometers are kept in sync, making it easy for you to track your goal progress across both platforms.

## **Double Your Donations.**

Does your company match gifts from you and your coworkers? Ask your friends and family if their company offers to match contributions to non-profits.

## **You Don't Know Until You Ask.**

It is ok, a lot of people have a hard time asking for support. But you will be surprised how many people are willing to help. Just remember when you ask someone to support your fundraiser, you are giving them an opportunity to do something good for the Chicagoland ALS community.

## **Be Thankful.**

Be sure to thank the people who contribute to your fundraiser. Post a direct thank you comment on social media, send a hand-written card, or type a thoughtful email. Tell your donors what their donation has helped you accomplish, include your progress and photos if you have them, for a personal touch.

## **Have Fun!**

The combination of having fun and making a difference for people living with ALS in the Chicagoland area will have a huge impact on you and the people who have helped you reach your goal!

Our events team is here to help, reach out to us with any questions at [events@lesturnerals.org](mailto:events@lesturnerals.org).

Ready to get started? [Create your own individual fundraiser now!](#)

