



TIPS FOR SUCCESS

PERSONALIZE YOUR FUNDRAISING PAGE

Tell people why you are so passionate about clean why you decided to get involved with The Gazelle Foundation. It doesn't have to be long, short and concise is actually better, but make it unique and heartfelt. Be sure to add a photo or a video so people can easily identify your fundraising page!

SET A FUNDRAISING GOAL

The goal should be something achievable and realistic, but also something that motivates you. \$30 provides clean water for one person in Burundi, for life. Transforming a certain number of lives is a fantastic way to motivate you, and explain to donors where their money will be going. E.g. "I am raising money for the Gazelle Foundation and my goal is to transform 10 lives with clean water!"

DONATE TO YOUR OWN FUNDRAISING PAGE

This shows you are committed to the cause and are willing to put in your own resources to make it happen. Make this donation as large as possible (even combine donations from other people) so you set a precedent for others to think generously!

ASK OTHERS TO SPREAD THE WORD

Ask your friends and family to share your fundraising page on their social media sites. If you send emails, ask them to forward your emails to their contacts as well. This will extend your reach and raise awareness for clean water and Burundi!

MAKE A CLEAR ASK

When reaching out to potential donors, it is important to make clear asks. For instance, “**Just \$30 will provide water for one person**” or, “**I’m trying to reach \$100 by Friday! Please make your donation today!**” And remember, it’s okay to ask someone more than once. Sometimes a friendly reminder that you’re still fundraising is all a person needs to make their contribution!

TRY THE UNEXPECTED

In a world where social media dominates our communication, you might pleasantly surprise potential donors with a handwritten note or a phone call. Even a personalized email can do the trick. When it comes to fundraising, combining online efforts with offline channels gives you the best chance at success.

UPDATE YOUR FUNDRAISER WEEKLY

Post text, photo, or video updates regularly to keep people engaged. Share good news and setbacks. If you had a slump in donations, ASK people to help you get back on track to meet your goal. Bring supporters along the way of your fundraising journey.

DON'T WAIT TO SAY THANK YOU

They’ll never admit it, but donors appreciate getting recognized for their good deeds. So go ahead, give your donors a shout out on social media. It may inspire the rest of your network to give too!