

Eight Tips to raise \$1000 in one week to end hunger!



Are you passionate about feeding the hungry? Have you signed up to walk in the CROP Hunger Walk? Would you like to help fill hundreds of hungry stomachs? Do you want to make a tremendous difference and take significant steps to end hunger? **YOU CAN DO IT!**

With these eight tips you can reach higher personal fundraising goals.

Give it a try! It is easier than you think. The worst people can do is say no- and you'll be surprised by how many won't! Don't be passive about your ask. If you're making a commitment to do a CROP Hunger Walk, ask for donations! Be proud of what you're doing and willing to ask everyone!

Ask everyone. Call, text, facebook message, tweet, write, ask, email everyone in your address books, both work and personal. Old friends, co-workers, neighbors, relatives, doctors, dentists... Go to www.cropwalkonline.org to register online and make asking via email even easier!

Remember those who hunger. You aren't asking people to give you money! You're asking for a cause that's important to YOU. Inspire someone to give based on your passion and interest in feeding the hungry. By participating in a CROP Hunger Walk, you're giving people an easy way to show their support for you and a cause that's important to you. Give them the chance by asking for a donation. Need a story of impact to share? Go to www.crophungerwalk.org/impact

Don't ask for only \$5 or \$10. If you ask small, you get small. If you ask bigger, you may still get small, but you may get big! People give what they can, no matter how high of an ask you make. Don't make assumptions about how much people can donate or if they'll donate at all. Leave the choice up to them.

Ask at least one person to give big. Do you know someone who has enough money to give at least \$100? Send a personal email saying that you hope he/she can afford to donate at least \$100 – especially for such a worthy cause and to jump start your efforts.

Set a big goal. Set a goal that shows people you're serious about ending hunger. Make your goal *more* than your personal contribution. If you set your goal to the same amount you plan on donating yourself, you're not giving your potential donors much of an incentive to help you reach your goal. Also - if you meet your target (and have plenty of time until your walk), why not increase your goal? There's no harm in aiming higher- no one is going to yell at you if you don't meet your updated goal. But again, it sends a message to prospective donors that you still need help in getting there and it returns even more money to the cause that means so much to you.

Follow-up. If you set a goal to get \$1000 in one week, then you need a call to action in less than a week after your initial fundraising letter/email. In the follow-up letter/email let people know that your goal is to meet \$1000 by the end of the week (even though the event won't take place for a month). This sets a deadline and an immediate call for response. When the event date is further out, your donors won't necessarily have urgency to act.

Have fun with it. Be creative, include your friends and be proud – you are a Hunger fighting Hero!

