

FIVE STEPS

for successful fundraising



1 Start Off Strong

Not sure where to start? Kick-start your campaign by making a self-donation. You'll show others how much this cause means to you and inspire them to contribute, too. Next, take some time to plan how you will invite your contacts to donate to your campaign.



2 Tell Your Story

The best way to connect people to our mission is to share your story.
Share why you stand with the American Cancer Society in the fight against cancer.



3 Find Your Audience

Thanks to technology, you have multiple ways to connect with your potential donors. While social media may be a popular option, not everyone can be reached that way. We encourage you to create a diverse fundraising plan to make sure you reach everyone on your list.
In addition to social media (Facebook, Instagram, Twitter, etc.), consider reaching out via email, text, phone calls, and other traditional methods.



4 Follow-up

Most people are busy, so you may not capture everyone's attention the first time.
Don't be afraid to ask again or reach out to them a different way.



5 Thank and Recognize

There are a lot of other worthy causes people can choose to support. Make sure your donors know how much you appreciate their decision to support the one closest to your heart.
As soon as they make a donation, thank them with a personal message and share the potential impact of their donation. If you can, find ways to recognize them on social media.

