



FUNDRAISING

INCREASE PUBLIC CONTRIBUTION TO YOUR INTERNATIONAL SERVICE PROJECT

Expanding the awareness of your fundraising beyond your Rotarian family and friends can be challenging. Are there strategies available to increase and broaden that influence? Try using some of the following tips when promoting your next international service fundraising project.

1. **All Aboard:** Make sure the entire team is on board before you start.
2. **Find a Mentor:** Ask a respected fundraising leader to have coffee and solicit their insight on lessons they've learned.
3. **Be Pertinent:** Identify a specific purpose for the money being raised and ensure it is pertinent to current priorities. Although this is easier done with local projects, the world is now our backyard and international projects are relevant to most people. Rotary's seven areas of focus are ideal targets for projects and relevancy. Children's welfare, safe drinking water, and the environment will all resonate with today's public.
4. **It's All In the Name:** Select a memorable name for your fundraiser. The right name lets the donor know your purpose, and can create a positive first reaction from the donor.
5. **Make it Personal:** Include photos in your promotions that highlight the international project's objectives and the people that will benefit. Donors and sponsors will relate to faces and outcomes.
6. **Stay Focused:** Keep the message clear and concise, and don't lose sight of the purpose. Successful campaigns stay focused on the goal(s).
7. **Need for Action:** People are more likely to contribute if they feel a sense of urgency. Let them know of the immediate need.
8. **Event Page:** Have an online event fundraising page. Tell your story, customize your branding, and feature sponsors on your event page. You can source a platform that will run your auction, sell tickets, create raffles, and process donations all in one place.
9. **Launch:** If you are planning a hybrid or virtual event, launch your online page at least three weeks in advance of your event to get ample time to raise money before the big day!
10. **Connect With the Media:** Get the media to profile your project. They are looking for relevant and feel good stories. Connect with informal outlets such as local bloggers.
11. **Design a Social Media Strategy:** Yes to using social media, but think about quality over quantity. With fundraising the level of engagement may be more important than the number of followers. Design a plan before starting the campaign and dedicate adequate resources. You need the community to want to share your story.
12. **Use Mass Emails:** Tap into your members' existing contact lists. Also leverage the email lists with those of your partners and supporters. You want the call-to-action to be coming from multiple sources to make it appear to be a trend.
13. **Use Multiple Options:** Different people react to different approaches and attention spans are short. Make them notice your event by trying multiple options to determine what works on each target group.

14. **Target Donations:** Some donors may give more if they can target where their money is to go within the larger project. Put price tags on specific needs such as a sewing machine for a villager, a health & hygiene workshop, a piece of medical equipment, sports equipment for the village children, or a tube well to supply clean water.
15. **Offer Incentives:** Rewards may encourage people to donate.
16. **Reach out to Leaders and Community Groups:** They have wide networks that could help champion your project. They will reach people in the community that you may not be able to otherwise. An invitation from an influential leader or trusted group carries extra weight.
17. **Connect with local cultural and immigrant agencies:** Is there a local organization or agency that relates to the host nation or region of your international service project. If so, get them on board to support and promote your fundraiser. Extend your reach!
18. **Use Multiple Outlets:** Don't rely on just one medium to get your message out. Social media, your website, press releases, newspapers, tv, radio, signage, and reader boards may all be available to you. Combine the best options to get the greatest coverage.
19. **Raise the Bar:** Set goals that will motivate you and your team. Have a clear objective and push towards it. Make sure your goals tie directly to the needs of the international project.
20. **Provide Updates:** Let people know of your fundraising successes and needs. Grab and then keep their interest. Again, if possible, photos of the people being helped and the type of service provided will create a feel good and giving moment for donors and the public.
21. **Be Positive:** Keep donor messages positive. Current and prospective donors are more likely to respond to positive emotions rather than negative consequences.
22. **Live streaming:** Engage your donors with a hybrid or virtual event experience that incorporates your auctions, donations, chat, and live stream in one location on your event page.
23. **Debrief:** At selected intervals review the progress towards your fundraising objectives with your team. Make adjustments as needed. Brainstorm options and improvements. At the end of the fundraiser review your final objectives and targets.
24. **Celebrate:** Thank everyone!
25. **Plan Forward:** Make a decision on the next project or phase.

The above information has come from several excellent sources including:

40 Tips for Nonprofit Fundraising – <https://www.signupgenius.com/>

25 Ideas for Nonprofits – <https://www.networkforgood.com/>

Create, Manage & Grow Your Fundraising Events – <https://trellis.org/>

Public Relations – <https://my.rotary.org/en/learning-reference/learn-topic/public-relations>
