



Fundraising: Hints and a Sample Email

If you ask, they will give. It's true - a personal email or phone call is the number one, most effective fundraising method! Personalize the email below and send it to your network.

HINTS

- Personalize, personalize, personalize! Make this email your own by adding your own personality/favorite sayings/personal volunteering story, etc.
- It is up to you whether you want to send a mass email (and bcc your contacts) or whether you would like to send individual emails. Both can work, but individual emails prove to have a higher rate of response!
- Follow up! One email is enough for some people, but not for most. Send another email a few days later before the 11 days is up to those contacts who you haven't received donations from.

SAMPLE E-MAIL

Subject: Are you one of the 11?

Hi [NAME]!

[Personalized message - i.e. "It was great to see you last week/night," "How was your vacation?," etc.]

I decided to take part in an online fundraising campaign called 11 x 11 for the Harlem Educational Activities Fund (HEAF) a nonprofit organization that supports underserved students primarily from Harlem, the Bronx, and Brooklyn with academic support, college access and success programming to ensure they earn a college degree and have significantly improved chances of employment and life success.

Between March 1st and March 11th our goal is to raise \$44,000 in 11 days. **I'm reaching out to my friends and family to ask you to help me as I fundraise for this 11x11 campaign! We might not have a lot to give, but if we all do a little, we can dramatically make a difference. And with your help we can take this small, grassroots campaign and turn it into something really big!**

[Personalized message -Why do you support HEAF? What about HEAF inspires you? etc.]

My goal is to raise \$XXX for HEAF and every little bit counts! I am asking that you give \$11 or more to help get to my goal! Any donation you make is totally tax-deductible, and it's really easy to donate by visiting my personal fundraising page on Crowdrise (*insert web address here*).

I hope you'll consider donating to support me and to support the amazing work of HEAF.

Thanks in advance and [*insert personal sign-out message here*]!

[SIGNED]

OTHER FUNDRAISING IDEAS

Sending a personal email to friends and families is a great way to fundraise, but there are plenty of other ways to raise money too! See below for a few ideas:

- Social Media! On your Crowdrise dashboard are easy share links to your social media that will automatically share your personal page. It's just a matter of writing a post!
 - *Sample Post: Are you one of my 11? I am fundraising for @HEAFNYC and they need our help in raising \$44,000 in 11 days for 11 new elective classes! Donate your \$11 now! #11x11 #HEAFOpensDoors #Donate*
- Talk with your employer or your company's philanthropy department to see if they would give a **grant to HEAF** in support of your efforts.
- Ask your employer about **matching gifts**. Some companies will match all donations that you bring in, which could double your total!
- Add your **Crowdrise** donation page link to your **email signature**.

Still have questions or need help?

Please contact Stefin Woolever at swoolever@heaf.org or at 212-663-9732 ext. 318.