

Nine Successful Tips to Successful Fundraising

- 1. Set a Goal.** Set a goal of how much money your credit union would like raise. A fundraiser without a goal is like an arrow without a target.
- 2. Develop a Plan.** One way to set the dollar amount you would like to raise is to calculate a dollar figure per member of your credit union. This will help you determine goal. Setup a timetable for each staff and member to reach his/her individual goals.
- 3. Make a fundraising schedule.** Create a calendar of events. Plot out your key dates: Pre-Launch; Launch; Drive and Conclusion.
- 4. Choose a fundraiser that your credit union can and wants to do.** Select a fundraiser that your credit union members will support and participate in.
- 5. Do one event at a time.** Doing many fundraisers does not mean raising more money. Doing a few fundraisers and doing them well produces better results.
- 6. Promote excitement and enthusiasm!** These are the two key ingredients that every fundraiser needs: **BE EXCITED & BE ENTHUSIASTIC!** It really works!!!
- 7. Promote your event!** Promote your fundraiser every minute of every day during your fundraising drive. Use press releases, posters, prizes, reminder letters, your credit union's website and your newsletters.
- 8. Remember it's a business.** Your fundraiser is a "mini" business. Treat it as a business. Make good business decisions. Use good accounting practices. Remember, you are doing your fundraiser to **MAKE A PROFIT.**
- 9. Think success!** Paint a positive mental image of you and your credit union achieving **SUCCESS.**

Source: Fundraiser Depot, www.fundraisingdepot.com