



Tips for Increasing Bucks for Bridging Donations

Email

- When your individual or team page is created, an email template for distribution to friends, family, neighbors and co-workers is automatically ready for you to send from your page. This template can also be tailored to include your donation request, as well as your own stories about Bridging and the Subway Bedrace for Bridging.
 - o If you prefer to send an email to friends, family, neighbors and co-workers through another email program (e.g. Hotmail, Google, Yahoo!), the email template can also be copied and pasted into that program.
- When sending your email consider these points:
 - o Use a short, attention-getting subject line (e.g. Help Me Furnish a Home With Hope)
 - o Explain why it is important to you for someone to make a donation to your page.
 - o Share your fundraising goal.
 - o Include a link to your donation page in the email.
 - o Ask email recipients to forward your email to others.

Social Media

- Share your donation page(s) on Facebook by clicking on the Facebook icon on your online donation page.
- Create a YouTube video asking people to donate. Include a link to your video on your social media pages.
- Ask for donations on your Facebook page, Twitter page, LinkedIn page, your personal website, and/or personal blog. Include a link to your online donation page.
- Ask friends, family, neighbors and colleagues to include a link and donation request on their social media pages (Facebook, Twitter, etc.).

Host a Fundraiser

- Do you enjoy cooking? Host a Dessert Sale, Homemade Pizza Sale, Gourmet Sandwich Sale, Your-Favorite-Food Sale (make your favorite items), etc.
- Crafty? Host a Jewelry Sale (make your own bracelets, necklaces, etc.), Art Sale (make your own masterpieces and sell them), Candle Sale, Homemade Soaps Sale, or Homemade Card Sale.
- In a Band? Host a concert with funds raised being donated to your Bucks for Bridging team.

Hit the Phones - Call or text friends, family members and co-workers and ask for their support.

Snail Mail (Yes, Snail Mail!) – Write a letter asking for donations from old friends, family members and those you know who live in the Twin Cities and out of state.

Additional Resource: <http://www.activegiving.com/resources-overview/fundraising-tips.htm>