FUNDRAISING TIPS
See below for tried-and-true ideas to help you make the biggest impact!

Pro tip: start with these foundational ideas to set you up for success

1: Donate to yourself
Show people that you have skin in the game by donating to yourself, and they will be inspired to follow your example.

2: Invite a friend to match your gift
Tell your friends what you’re up to and ask them to be on this journey with you!

3: Pray + set your goal
Pray for the people who have and will support your cause, for the children and communities that will be impacted, and for the faith to set a God-sized goal! Then, set that goal high, knowing the bigger the goal, the bigger the impact!

4: Make a list
Make a list of everyone you know. Seriously, everyone. Think of family, friends, neighbors, church members, and your social media connections.

5: Write your story
Use what you’ve learned about the cause, along with why you said YES, to write your story. Why did you choose this particular cause? Everyone has a story that will inspire others to give. Write it down and start sharing it!

6: Send an email or text
Share your story, your “why,” in emails and texts to people on your list! Make it personal because personal asks are the most effective. This is a great way to make people aware of what you’re doing.

7: Make face-to-face asks
There’s something powerful about looking someone in the eye, telling them your story, and inviting them to be a part of changing the world! Don’t be afraid of hearing the word “No.” The more people you ask, the more you’ll hear the word “Yes!”

8: Blast social media
Post online about your cause and what your goal is, and then follow up with everyone who likes and comments on your post.

9: Sell or make something
Declutter or tap into your talents for your cause! Hold a garage sale, auction off craft items, make some earrings, hold a lemonade and cookies stand, or sell your clothes online.

10: Pray about your goal
Take some time to pray about the people who will be impacted because of your fundraising efforts. Revisit your goal and ask God to continue to reveal to you what your goal should be (maybe it’s time to raise it), who you should ask for donations, and to help you fundraise more than you could imagine.
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11: Make a big ask
Leverage a big donation from you or someone else as a fundraising match challenge (i.e., “an anonymous donor will match every dollar raised this weekend, up to $500”). Watch the ripple effect!

12: Send snail mail
Ask for a donation the old-fashioned way. Mail a personal note with information about what you’re doing and why. Be specific in your ask, and don’t forget to include your fundraising link.

13: Pray + personally follow up
Pray for each of your donors by name. Write down their names and names of all potential donors and pray for everyone on that list. Pray that your heart and the hearts of your friends and family will be broken by the things that break the heart of God, and that transformation will come in their lives and in the lives of vulnerable children.

14: Partner with your community
Fundraising is better in a community. Think about what groups will let you share your story and goal. How about your parents’ employers, church groups, local organizations, hobby groups (sports, dance, music, theater, etc.), and local businesses like restaurants and gyms?

15: Thank your donors
Let your donors know how much you appreciate them and give them an update on how many lives are going to be changed by what you’ve raised so far. Tag your donors on social media with thank you messages.

16: Schedule a catch-up week
Take a breath. Use this week to catch up. Review all the fundraising tips and see if there’s something you haven’t tried yet. Ask your classmates what kind of asks have been the most successful for them. Also, try raising your fundraising goal—a proven way to get more donations!

17: Send an update to your “not yet”s
Review your list and follow up with those friends who have not yet donated. Maybe they just need a little nudge or a reminder!

18: Deadline week
This is it. Finish well. Post on social media, send some emails and texts, and follow up with friends. Everyone will love an update on your project and what you’ve learned so far. Ask for prayers and support!

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World Vision is a Christian humanitarian organization dedicated to working with children, families, and their communities worldwide to reach their full potential by tackling the causes of poverty and injustice. Motivated by our faith in Jesus Christ, we serve alongside the poor and oppressed as a demonstration of God’s unconditional love for all people.