



## SIMPLE PLEDGE STRATEGIES



- **Start early and set a goal**

Give yourself enough time to reach your goal. This will help make your fundraising experience fun and rewarding. Be sure to check on your progress occasionally to see if you need to increase your efforts.

- **Sponsor yourself first**

Always sponsor yourself first and consider a pledge of \$25 or \$50 as this will set the tone for the rest of the pledges. Most donors will read the top of the pledge form to see how much others are donating. It also demonstrates that you are committed to what you are doing.

- **Follow up with last year's donors**

Contact all those who donated last year and thank them for their generosity. Tell them how much you raised last year and what your goal is for this year. Be sure to let them know which charities will be benefiting from your efforts this year.

- **Connect with everyone you know and ASK for their support**

Make a list of all your contacts and network and have a plan in place for connecting with them. Let them know what you are doing and let them know your goals. The people you know can't help you if they don't know what you're doing. Networking sites like Facebook and mass emails are a great way to connect with people, give it a try. Most people don't give because they have not been asked.

- **Make it personal**

Let your possible donors know if you have a personal passion for one or more of the charities. Friends and family are more likely to support the Pledge Challenge if they know how much a donation means to you. The Pledge Challenge is ultimately about people helping people.

- **Pocket Change Goes a Long Way**

When communicating with friends, families and colleagues via email or social networks, remind them that every little bit matters. Many people are not able to provide a donation over 10 dollars. Let people know how beneficial it would be if everyone you know provided a small donation.

- **Online donations**

Take advantage of our secure online donation system at [www.dragonboatfoundation.net](http://www.dragonboatfoundation.net). Many donors may prefer this option as it allows for immediate, electronic tax receipting for donations over \$20, takes less time, and is environmentally friendly.

- **Keep your pledge form with you at all times**

You never know when or where someone may want to donate to your Pledge Challenge, keeping your pledge form with you will ensure you don't miss an opportunity.

- **Acknowledge and appreciate your donors**

Once the Pledge Challenge is over be sure to send out a thank you to all of your donors acknowledging their support.

**Good Luck and Thank You For Your Support!**