

# Women Build 2018 Fundraising Tips



**Step 1: Develop an outreach plan.** Think of your professional networks and social circles. Make a list of everyone you will reach out to along with what you'll ask them for. Be specific with your asks ("Mom, will you donate \$50 to my Women Build page?")

Ask yourself who:

- |  |  |                                      |
|--|--|--------------------------------------|
| ...is on my holiday card list                                    | ... do I work with                               | ...is from my old neighborhood       |
| ...do I write checks to  | ... do my family members work with               | ...was in my fraternity/sorority     |
| ...is/was on my latest wedding or birthday party invitation list | ...have I done business with                     | ...goes to my health club            |
| ... owns or manages my favorite restaurants                      | ...attends my place of worship                   | ...would like to do business with me |
| ...did I support with a donation to their charity or fundraiser  | ...is one of my high school/college fellow alums | ...owes me a favor                   |

**Below are some additional pointers to keep in mind:**

- Kick off your fundraising efforts by donating to your own page.
- Set a team stretch goal! Encourage fellow team members to set their personal stretch goals.
- Work with your team! When someone posts on social media, be sure to like and respond. Tag each other to help boost awareness. Set up a group fundraiser – most restaurants and bars will allow you to host an event and will donate a percentage of the profits to your team.
- Ask everyone. Ask more than once. Make it personal. Try to engage in as many 1-on-1 conversations as you can.
- Let it be known that you're fundraising. Make an "Ask me about Women Build" button to wear. Add it to your email signature. When someone asks, "How are you?" use it as an opportunity to talk about Women Build.
- Use social media, posting early and often with photos and videos. Send direct messages.
- Get your workplace involved. Don't overlook corporate matching-gift programs, including your own employer.
- Thank everyone who donates to your page. Use social media to let their generosity be known and inspire others to do the same.