



## Fund Raising Tips and Best Practices:

1. **Set your goal!** Give yourself a goal that you can commit to and are very confident of achieving, as well as a higher stretch goal to work towards.
2. **Make a list** of all the people you will approach to request sponsorship (friends, family, co-workers, acquaintances, social media contacts, etc.)
  - Best practice: Think about each contact and how much you will ask them to donate. Your request should be for a specific dollar amount, for example “I’m hoping you will be able to sponsor me with a donation of \$50.” rather than “I’m hoping you will sponsor me.”
3. **Approach your contacts** for sponsorship. Approach your potentially larger donation contacts first and get them pledged early. Then expand to your broader group of contacts, including social media.
  - Tip: Make your own donation to Loveland Habitat first! Doing so allows you to ask that they “join you in supporting Loveland Habitat for Humanity”.
  - Best practice: Ask for sponsorship directly, and face-to-face whenever possible.
  - Best practice: Personalize the sample email to reflect your style and the relationship with your contact. Keep in mind that they are donating to Loveland Habitat because of their relationship to you!
  - Tip: If you are meeting your contact face-to-face, bring the personalized email/letter and Loveland Habitat for Humanity one-pager, and sponsorship form with you. They may donate on the spot! If they want to think about it, they will have the information they need to make a donation when they are ready.
  - Tip: If you are sending out letters via mail, include:
    - Personalized sponsorship letter
    - Donation form already filled out
    - “Who is Loveland Habitat for Humanity” one-pager
    - Stamped envelope addressed to LHFH for donation checks
  - Tip: If sending out letters via email, include:
    - Personalized sponsorship letter
    - Link to the online donation page, including the Team Name the donation should be attributed to
    - Link to “Who is Loveland Habitat for Humanity” one-pager
4. **Follow-up!** If your contact made a donation, follow-up and personally thank them! If they haven’t, follow-up with a call or email to remind them.