

Over the Edge for Special Olympics Delaware
Extreme adventure ... extreme community impact!
May 10, 2012

Helpful Fundraising Tips

Have you created a FirstGiving page yet? One of the easiest ways to raise funds and meet your goal is to use FirstGiving, which enables friends and family to support your efforts by donating money on a safe and secure website with just a few clicks of the mouse. To create your FirstGiving page, simply [click here](#).

Don't forget to mention to your donors that all contributions to Special Olympics Delaware are tax deductible!

Why not ask the businesses and individuals whom you have supported loyally in the past to support you? Ask your doctor, dentist, mechanic, hair stylist, accountant, broker, financial advisor, or even your insurance salesman. How about the restaurant that you're a regular at or that coffee shop that you visit every morning? If you've patronized these businesses for years and have a relationship with them, ask them to support you and help a great cause.

"Matching Gifts" Many companies have matching funds donation programs for nonprofit organizations. This is an easy way to potentially double some of your donations! We will honor company matches as a means to reach your \$1,000 goal.

Go Viral! Send out your email requests of support to your family and friends -- then ask them to forward it to their friends! Even though they may not know you directly, they still may want to help a great cause!

Got a Facebook page? You can share your FirstGiving page on your Facebook profile -- it is another way to maximize the use of social media to reach your fundraising goal. Even if you don't have a page yourself, ask a friend or family member to promote you via their Facebook page.

Ask again and follow up! Let's face it ... people are busy. While some friends may have put your email aside with the intention of giving you a donation and might need to be reminded that the event is quickly approaching and you need their help! Also, don't be afraid to make a few phone calls to people who have promised to contribute, but have yet to follow-through.

Why stop at \$1,000 ... Please remember that the minimum amount participants must raise is \$1,000, and we ask that you not stop your fundraising efforts at that point. **Over the Edge** is one of the most exciting fundraisers in our organization's history, and it will make a huge difference in lives of our athletes. Last year, some of our participants raised more than \$3,000 individually. We expect to shatter last year's fundraising records, and we can only do that with your commitment to raise as much money as you possibly can.

For additional tips *contact:* **Lisa Smith** 302-831-3482 lismith@udel.edu

