



Pack a Meal, Help Ukraine

Saturday,

July 23

#jointhepack

Team Fundraising Tips

1 CREATE THE PLAN, SHARE THE PLAN, TRACK THE PLAN

Having a written plan sets a clear direction, and satisfies the desire for one from members of the fundraising team. Your Join The Pack plan can include a task list (emailing, posting, blogging, etc.), a timeline and milestones. Once the plan is written, share it with your team. Present it as a team plan, not an individual plan, and be open to suggestions from team members that might work better for their schedules while helping everyone reach the same target.

2 PROVIDE RESOURCES

There are lots of resources that you can provide for your team members to empower them to fundraise – and a key resource is your plan! Other resources that can be helpful are the organization's mission statement, reshared event-related social media posts, and contact information for team members and leaders. Don't forget that your time and energy are also valuable resources that you are providing to your team members to help them succeed.

3 LEAD BY EXAMPLE

Feel free to broadcast every move you make in your personal fundraising. Send examples of emails and posts of your own that you've sent. If you're blogging about your fundraising, share the link with your team. There may be times when team members feel lost even with the set plan, so showing them the path you're on can help them get back on track on their own.

4 RECOGNIZE AND CELEBRATE WINS

People love to be recognized and they love to celebrate. Join The Pack's acknowledgments for top fundraisers can serve as great motivation. Check with team members on whether they are comfortable having their individual accomplishments shared with the whole team, or whether they'd rather that their wins are shared anonymously. Either way, make sure every team member knows that the team is doing great things and remains focused on reaching the team's fundraising goal.

5 ENCOURAGE HEALTHY COMPETITION

This is another tip that first requires a bit of gauging your team members' comfort levels, but healthy competition can really propel people to "go after that next dollar." You can have team members compete or race against each other, and also point out other teams (or other fundraising efforts) that you can compare your fundraising to, and try to beat! Fundraising often takes a little creativity and a lot of persistence, but it's vitally important to our mission and you can do it. Know that your effort will make a huge difference!