

Fundraising Tips

A most effective means of fundraising is through FirstGiving. We will provide access for all individuals to create a personal fundraising page that can be shared with all your contacts through email, blogs and social media. Your contacts can donate safely and securely via credit card. You will not be collecting donations by cash or check. This makes it easier on you and us. We will send you details on creating your personal page through FirstGiving.

Here are a few suggestions for creating effective online fundraising page:

1. Personalize your page. Add a photo. Write a brief paragraph on what you are doing. Include information about the Tiger Gathering and the [Zoë Foundation](#).

Introduction: Let people know what you're doing. You are participating in a fundraising event for the Zoë Foundation, a 501 (c)(3) non-profit organization whose mission is to help save the tiger before extinction.

2. Be sure to add the following statement in your presentation.

Donations under \$10 are 100% tax deductible. If you donate \$10 or more, the donation is then not tax deductible because you (the sponsor) are getting one (1) entry into the Sponsors Only drawing, which the IRS considers a raffle. The IRS explicitly prohibits deducting the cost of raffle tickets as a charitable contribution.

3. Post your fundraising goal. The minimum is \$200, but I recommend you post a much higher goal. It shows potential sponsors you are aiming high. There are some great incentives to exceed your \$200 minimum. How much can you raise?

4. Make your personal sponsors aware that this fundraising event will help the Zoë Foundation promote awareness about the tiger's fight for survival. You can provide the link to the foundation for your sponsors to review – www.ZoeTigers.org

Tell your sponsors the Tiger Gathering is a Guinness World Record attempt. Mention how much you want to participate in this event.

Tell your sponsors that for every \$10 they donate they will get one (1) entry into a Sponsors Only drawing. Direct your sponsors to the Sponsors Only incentive page so they can review the drawing prizes - www.TigerGathering.com/sponsor-incentives/

Be creative! Bake a sponsor a pie. Offer to cut their yard or weed their garden.

5. Link your fundraising page to all of your social networking sites.

Spread the Word

Once your personal page is set up through FirstGiving, you are going to want to share that link with everyone you know! The fastest and easiest way to start is to send out an email to everyone in your address book. You may also consider sending snail mail letters to your holiday card list.

Make Your Correspondence Great!

Express what a great cause you're supporting. The request for a donation is really important. Make sure you specifically ASK for help reaching your goal by ASKING for a donation.

Tell your sponsors how to donate. Provide them the link to your personal donation page at FirstGiving.

Include a personal fundraising deadline so people don't put off donating.

Thank each sponsor very much for their help.

Methodology

Email is the fastest way to get your online fundraising website out to all your family and friends. It is also the tool of choice for sending event updates and reminder emails.

Since you will not be taking cash, checks, or money orders, using snail mail may not be as effective. Your sponsors will have to go online anyway to donate. However, a personal letter can be an effective way to show a sponsor how serious you are about reaching your goal.

Facebook, Twitter, Flickr and Blogging

Social media is a great way to self promote! Connect with people who you would normally not be in regular contact with and let them know you are fundraising. Your personal FirstGiving page will have an easy way to broadcast your message to your contacts.

Use your Facebook status update with your website link.

Tweet your web link to let people know what you are doing.

Start a fan page on Facebook and invite all of your "friends" to be a fan. Be sure to include your fundraising page link on your fan page and send out periodic updates.

You can also start a blog that chronicles your efforts to help set a Guinness World Record and save the tiger!

Who do you know?

A successful fundraising campaign depends on asking everyone you know for support. Start with your email contacts, address book, cell phone numbers, holiday card lists, wedding invitations, or party invite lists. Think about everyone that your life and ask him or her to make a donation. If you spend money someplace regularly like the dry cleaner, salon, child care, dog walker...don't be afraid to let them know you're fundraising. They value your business! Who is on your list?

Accountant	Camera	Funeral Director	Paint	Sisters
Advertising	Camp	Furniture	Painter	Sisters-in-Law
Aerobics Instructor	Camper	Garden Center	Paper	Skin Care
Alterations - Clothing	Car Wash	Gas	Parents	Skirts
Antique Dealer	Carpenter	Golf Course	Party Supplies	Snow Removal
Antiques	Carpet Cleaner	Golf Equipment	Paving	Sporting Goods
Appraiser	Carpeting	Grandparents	Payroll	Spring Water
Architect	Cash Register	Hardware Store	People from Past Jobs	Sprinkler System
Attorney	Cat	Health Club	People You Grew Up With	State Government
Auctioneer	Caterer	Horse	Pet Supplies	Stereo
Audio Visual Equipment	Cement	Hospital	Pharmacist	Storage
Auditor	Chamber of Commerce	Hot Tub	Pharmacy	Store Fixtures
Aunts	Child Care	Hotel	Photographer	Storm Windows
Auto	Children's Friends' Parents	House	Photography	Supermarket
Auto Lessons	Children's Teachers	Insurance	Physical Therapist	Surgical Equipment
Auto Repairman	Chimney Cleaning	Interior Decorator	Physician	Tanning Salon
Awnings	Chiropractor	Investments	Piano	Television
Babysitter	Christmas Tree	Jewelry	Picture Framing	Tennis Court
Baker	Church	Judge	Play Bridge With	Theater
Balloons	Clinic	Kennel	Plumber	Thrift Shop
Bank Teller	Clothing	Lawn	Police Officer	Tile
Banquet Room	College Friends	Library	Pool	Tires
Barbecue	Computer	Lifeguard	Post Office	Title
Bartender	Computer Software	Limousine	Printing	Tools
Battery	Computer Supplies	Loan	Psychologist	Towing
Beautician	Condominium	Luggage	Psychotherapist	Toys
Bed	Congressman or Woman	Mailman	Publisher	Trailer
Bed and Breakfast	Construction	Manicure	Quilting Materials	Travel
Beer	Contact Lenses	Medicine	Records	Typesetting
Best Man	Copier	Military Friends	Recruiter	Uncles
Bicycle	Cosmetics	Mobile Telephone	Recycling Center	Uniform Cleaning
Bingo	Cousins	Model	Refrigerator	Uniforms
Bird Food	Craigslist	Mortgage	Rentals	Vacuum Cleaner
Blinds	Delicatessen	Mosk	Resort	Veterans
Boat	Dentist	Motorcycle	Restaurant	Veterinarian
Boat Storage	Dog	Muffler	Restaurant Equipment	Video
Boat Supplies	Dry Cleaning	Museum	Resume	Vitamins
Boiler	Editor	Music	Roofing	Voice Mail
Bookkeeper	Electrician	Music Instructor	School - College	Volunteer Group
Books	Electrolysis	Mutual Fund	School - High School	Wallpaper
Boots	Engineer	Neighbors	Secretarial Services	Warehouse
Bowling	Engraver	Newspaper	Security Guard	Waste Removal
Bricks	Exterminator	Night Club	Seeds	Water Filters
Bridal Gown	Eyeglasses	Notary	Septic Tank (Cleaning)	Wedding Supplies
Bridesmaids	Farmers	Nurse	Sewing Machine	Weed Control
Brochure	Fax	Nursing Home	Sheet Metal	Weight Control
Brothers	Federal Government	Nutritionist	Shoe Repair	Welding
Brothers-in-Law	Fence	Office Cleaner	Shoes	Windows
Burglar Alarm	Financial Planner	Office Furniture	Shredding Machine	Wine
Bus Driver	Firewood	Oil	Siding	Yacht Club
Butcher	Flowers	Optometrist	Sight - Seeing Tours	
Cabinets	Formalwear	Paging	Sign	

Keep Reminding Sponsors

People often need to be exposed to something 3-5 times before they react. Don't be afraid to send reminder emails letting people know you are still fundraising. Use email and social media to let people know that you are still raising funds for the Tiger Gathering.

Keep a list of those who have made donations. Send a reminder to those who have not donated. Reminders can be extremely effective.

Keep your supporters updated regularly on your progress.

Be sure to send your supporters a heart felt Thank You card or E-mail. Everyone likes to be acknowledged for their help. Remind them of the importance of their donation no matter how large or small and how it has helped you reach your goal. Tell them why this cause means so much to you. Make it very personal.

Add an extra signature on your outgoing e-mails that includes your fundraising page link.

Keep everyone updated regularly on your social media sites.

More Opportunities?

Maybe something on this list will appeal to you and be rewarding.

art auction
bachelor & bachelorette auction
bake sale
bbq cook off
be a designated driver for the night
benefit concert
benefit concert
bingo night
board game tournament
bowling tournament
candy sales
car wash
chili/spaghetti cook off
concession stand during a sporting event
craft show
day of beauty at local day spa
dinner party
dodgeball tournament
dog fashion show
dog wash
donation/pizza party
friends to donate their cab fare
garage sale
gardening
golf tournament
grocery store collections
holiday bizarre
hot cocoa sale
hot dog stand
house cleaning

iron chef competition
karaoke night
kick ball tournament
kids backyard camp out
mini golf tournament
movie night
mow your neighbors lawn
mystery wine auction
offer up babysitting by donation
pancake breakfast
pedi party
pet sitting
poker tournament
pool party
potluck at work
pub crawl
retro movie night
rock band tournament
scrap book party
sell a craft
sell something on Ebay
sell water on a hot day at a busy park
silent auction
snack basket at work
softball tournament
sundae party
taco/fajita/margarita night
trivia party
volleyball tournament
wine & cheese party