

IDEAS FROM TOP FUNDRAISERS

Be inspired by some of our most effective and successful Team World Vision fundraisers!

10 Fundraising Stretches

Prepare your head and heart for fundraising.

1. Check your heart

You are going far beyond asking for money—you are inviting people to change lives. Pray for the children and communities that you will be supporting through your fundraising. Pray for donations and the people who give them. Pray for generosity and ask God how many children you should aim to support, as well as who you should invite into your journey.

Fundraising is proclaiming what we believe in such a way that we offer other people an opportunity to participate with us in our vision and mission.” —Henri Nouwen

2. Donate to yourself

Before you begin inviting other people to donate to your race, set the tone by donating to yourself. You can be confident knowing that you’ve done what you’re asking others to do.

3. Know your why

Learn about World Vision’s WASH work and think about why you joined Team World Vision. Your story matters and will inspire people to give. Update your fundraising page with your story and share it when you ask for donations.



WASH at World Vision ([Read More](#))

4. Create a mega-list

Make a list of everyone you know! Yes, all of them! Friends, coworkers, clients, service providers, church members, social media connections, and school friends—they all love you and will want to support you. Consider the people on your list and their preferred ways to communicate, and then start reaching out to tell them about your Team World Vision journey.

5. Make it easy to give

Be clear in your invitation to give! Be sure people understand what you are asking them to do and how to do it. Customize your fundraising page URL, shorten the link with a website like bit.ly, use the app, share your QR code, or simply have them search your name on teamworldvision.org. Don't forget to also set up a Facebook fundraiser through your Team World Vision dashboard.

6. Start fast

Big or small, getting the first few donations early in your season builds momentum and boosts confidence. Procrastinating creates unnecessary stress and makes the process way less fun! Get started asking for donations right away, no matter how far away your race is! And use our Team World Vision impact levels as mini-milestones.

7. Don't say no for anyone

It can be easy to assume someone might not donate but let them decide for themselves! Some people may say "no" or "not yet" to donating, but the more people you ask, the more people will give.

8. Use your resources

Review all the Team World Vision fundraising resources, including our 26 fundraising tips. Try a new method of asking for donations. Chat with teammates at group runs about what's working for them and give it a try.

9. Don't give up

It feels crummy when you're putting yourself on the line and people don't donate right away. Remember that people are often busy and forgetful and simply might need a reminder (or two or three). Space out your follow-up asks. We promise, reminders are not as annoying as you might think.

10. Be grateful

Write thank you notes and shout out friends on social media after someone donates. Always include your fundraising link and ask them to share it.



TOP IDEAS

Here are a few creative ideas to inspire you!



Tim, one of our all-time top fundraisers, raised \$50K for his 50th birthday and ran 50 miles.

Be vulnerable

Share why you are running on your fundraising page and why it's important to you. Post pictures of your salty, sweaty, no-make-up self in your orange jersey to give people a visual of what you're doing. Showing your hard work on social media, over text, and by email makes your effort real to people. Be like Annie and challenge people to a #sweatangel!

Mass is good, but personal will move the needle

Sending out mass emails and social media posts are great starts to increase awareness, but it's easy for the recipient to hide in the crowd. Email, text, and call friends/family individually and keep the email short and sweet. Be personal about your ask, too. Ask, "Will you help me provide one kid with clean water through a \$50 gift?" Keep a spreadsheet or notebook to track your asks throughout the season.



Show you're willing to put in the miles even in the heat with a #sweatangel photo like Annie.

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Use what you have

Indy team member Lujean set up a table at her local farmer's market. A team in Chicago sold wedding dresses that were part of an abandoned storage unit auction purchase. Consider what you have access to and make a fundraiser out of it!

6Ks every day

With a \$10k Legacy goal in mind and her 40th birthday on the horizon, Lauren asked for donations of \$250 to sponsor her walking a 6K every day for 40 days. Why 6K? It's the average distance women are walking to water that often isn't safe enough to drink. Sometimes donors were groups of friends or family members, and she thanked and tagged each donor on social media, posting each day about her journey and what the miles felt like.



Lauren

Jun 12 · 🌐

If you're wondering what all of these posts are about...I'm 8 days away from turning 40. Since I can't avoid it, I'm making the most of it and trying to raise \$10,000 for clean water around the world through World Vision. I'm walking 40 6Ks: the average distance that women in the developing world have to walk for water, that often isn't even safe to drink. So many people have already sponsored a day by donating \$250 or part of a day with whatever amount is possible. I have been overwhelmed by your generosity and feel so so grateful. This will end the walk for so many women.

Don't underestimate the power of a big goal

Shari was a month out from race day and was feeling defeated since she was still so far from hitting her ambitious goal. Then, she got an email that someone gave her a \$1,000 gift. She reached out to the donor and assumed it had to be a mistake; maybe this donor added an extra zero? But the donor said, "No, I just saw you were really far from hitting your goal and I thought you needed some help!" This encouraged her to keep going and closed a big gap in her fundraising goal.



Indy team member Lujean at her local farmer's market.

Be a party animal

Get creative and invite people to a fun experience. Host a themed party of your choice with food or drinks and charge a "cover" for people to attend. No donation, no party! Have folks RSVP through donating online or keep a laptop or iPad at your party for people to make on-site donations at the door.



Andy Goller

August 6 at 2:03 PM · 🌐

One week from today is the BBQ Fundraiser for Clean Water! Come on over to get a great meal for a great cause that you are running for—clean water! We will have some great raffle prizes available. Bring everyone you know and relax at Forest Park, while we provide your Sunday meal! You've been training hard—you deserve a great BBQ meal! Click the link for more info.



SUN, AUG 13
BBQ Fundraiser for Clean Water

Noblesville, IN
Josh, Timothy and 3 friends were interested

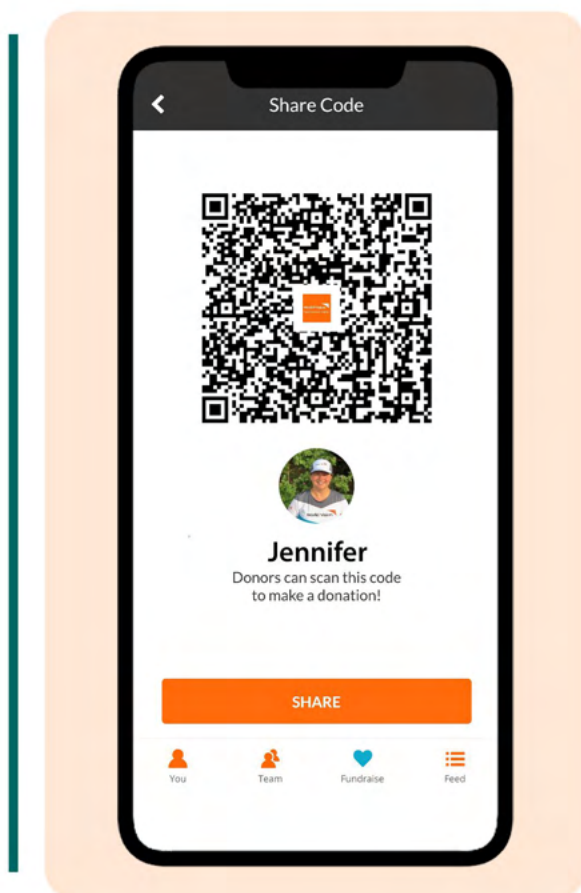
Interested

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Use QR codes

Use the QR code in the fundraising section of the Donor Drive-Team World Vision app or print a QR code to your fundraising page on inexpensive business cards. Jennifer used her app's QR code to get a donation from a stranger curious about her TWV shirt in the grocery store line and Gwen used her QR code on a business card during a group run.

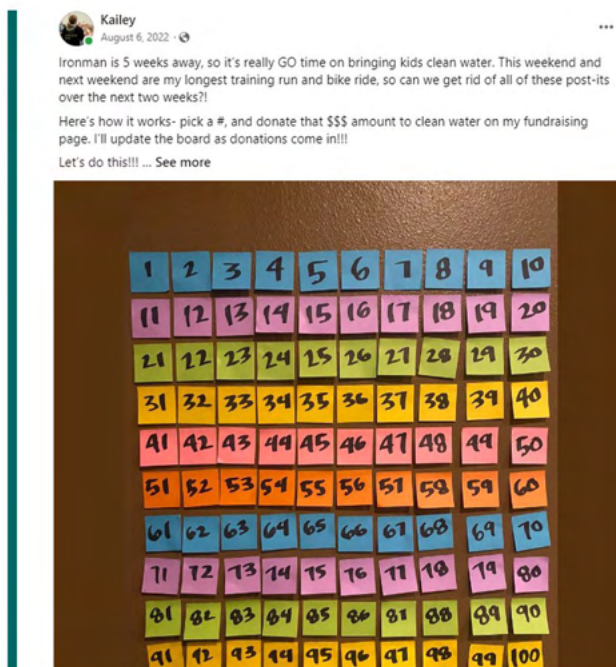


A happier birthday

Many people find success asking for donations instead of presents on birthdays and other special occasions! When Rusty turned 30, he asked for 300 donations for his birthday and threw a pizza party asking guests to donate at least \$50 to attend. He raised more than \$18,000 through his party!

Sticky stickies

Be like Kailey and Jodi and raise more than \$3,000 for every event they participate in by using sticky notes to get donations. Number 100 of the little colorful squares, display them on a wall or poster board, and take a picture. Invite your friends and family (via social media, email, or texts) to pick a square and donate that amount of money to your fundraising page. As people donate, remove the square selected and update donors with what is left. The key to success is frequent updates!



Reflect and update

Throughout the season, keep updating your supporters and potential supporters. Tell them how your fundraising and training is going. Let them know how much their support means to you and to vulnerable communities. Share how they can be a part of your race day.

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Dine, drink, and donate

Find a restaurant or coffee shop to host an event and donate proceeds to your cause. Make a night of it, and have live music, dancing, or some sort of raffle. Bring a jerry can full of water for people to pick up and help them understand why you're fundraising.

Take on a weird challenge

Friends love to see us do strange things and funny enough, they give more when you add a strange challenge on top of your running. Take on the "tutu challenge," running your race in an orange tutu if you raise (X) dollars. Other folks have made deals to dye their hair orange, shave their heads, mustaches, or beards, wear crazy costumes, or do a build-your-race-day-playlist challenge (\$50 and the donor can pick the song you listen to, \$100 and you'll record yourself singing it during the race).



Trash or treasure

Terre and Colleen raised more than \$1,200 with a joint garage sale. Have friends bring or make great items to sell. Invite buyers to make an additional donation beyond their purchase toward your fundraising goal.



The just-got-paid ask

Ron made his best asks on Fridays and Mondays, when people get paid. He wrote letters to be delivered on those days and included stamped, addressed return envelopes.

Go the Luke 12:33 way

"Sell your possessions and give to the needy." Josh sold his car and offered up all of the proceeds as a matching gift to challenge his donors.

Start a friendly competition

Competition is a powerful thing. Start a friendly contest between your friends who love to win. Pit a few family members against some college friends. Throw out a goal like \$500 vs \$500 and have them donate OR acquire donations from their friends.

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Dollars = people

Remind yourself and your potential donors that every dollar helps real people. Knowing that \$50 brings life-changing clean water to one person, Traver made an infographic to represent the whole village he hoped to bring clean water to and changed his message to, "help me provide water to an entire village." As he reached more people with clean water, he changed the portions of the black and white infographic to color.

Follow the timeline

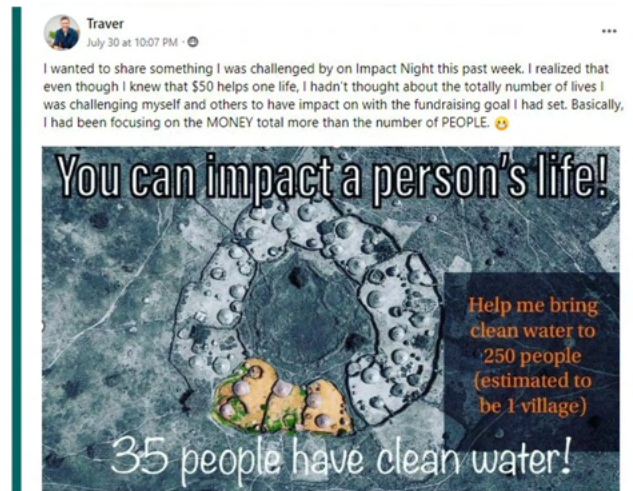
Keep your fundraising progress in tandem with your training plan to create smaller, attainable milestones. Share a message like: "I'm raising \$100/mile, so by the 15 mile long run, I'm aiming to have \$1,500 raised" or "I'm running 15 miles this weekend, so I'm hoping 15 people will donate \$15 (or more)."

Be a sell-out

It works for NASCAR race cars— why not us? Ask people to "sponsor" a mile of your race or a training day. Ask for a \$100 donation per race day mile or \$100 during a training run, letting them know that you will write donor names on your jersey, on your leg, or on paper to carry in your pocket on race day.



For a price, Liz added donor names to her race day jersey.



Bring your child to "work" day

It's fun and educational to involve children in fundraising! Wendy's kids wanted to do lawn care, so they went around the neighborhood promoting their services in exchange for donations, and her daughter made a promotional video. Steve's children come up with their fundraising ideas and "work" all year long. They've sold lemonade, homemade bird feeders, and painted rocks.



Hope these ideas sparked your own creative ideas! Want to share them with us? Send stories & photos to teamworldvision@worldvision.org