

Fundraising Tips and Tricks

What are the most effective ways to raise money and help fund Special Olympics Florida athletes? What are some quick tips and tricks you can use to reach your goals? Where can you find email and social media templates to make fundraising simple?

You've come to the right spot. Here is a collection of all the information and resources you need!

MOST EFFECTIVE OUTREACH STRATEGIES:

Not all fundraising outreach is created equal. The best way to maximize your giving potential is to get personal with your ask, and use a combination of in-person, text, email, and social media outreach.

FACE TO FACE

The best way to raise money is to do it face to face. Talk to your colleagues, friends, and family in person to tell them what the Virtual Law Enforcement Torch Run means to you. Let them see your excitement in person, and who knows, maybe they'll even join your team and help carry the Flame of Hope™ themselves!

TEXT OR CALL

For close family and friends, the next best thing to talking in person is text or make a phone call. If you choose to text, send a short video of you explaining why the Plunge is so important, and directly ask them to donate to your campaign. Don't forget to text them the link to your fundraising page!

YOU'VE GOT (E)MAIL...OR DMS!

More people open and respond to email than any other form of online outreach, so don't be afraid to use it. Explain how important their donation is to Special Olympics Florida athletes and include your fundraising link. Make sure to personalize your message so people don't feel you're spamming them with an impersonal ask.

Direct messages (DMs) on social media can be even more effective than an email, so leverage them to send along what you might send in an email, as well.

Need a sample email to get you started? [Use this link and check out our sample email!](#)

LET'S GET SOCIAL.

You probably already have a good circle of friends and family on social media, so share your fundraising link, pics of yourself, videos, and any other content to show people your face and your enthusiasm! And remember: don't forget about direct messages (DMs), too!

Need post ideas? Use our [sample social media posts](#) just for the Virtual Law Enforcement Torch Run!

TIPS AND TRICKS FOR:

Here are some quick tips and tricks to help you when you're reaching out to potential donors. Click the links for [sample social media posts](#) and [email content](#) and get creative with your outreach!

BUILD YOUR LIST.

Create a list of family and friends you want to reach out to most, then add colleagues, neighbors, people at your place of worship, and even clients (if it's okay with your company). Call and email the people closest to you first, then blast out your fundraising link and a great video or picture of yourself on social media.

FOLLOW UP REGULARLY.

If you only send out one email, put one post on your socials, or call once, you won't be top-of-mind, you won't raise enough to hit your goal. Follow up with people every 4-5 days and make sure they know how much you value their support.

USE THE RESOURCES IN YOUR PARTICIPANT TOOLS.

Take advantage of the email templates in your Participant Center as well as the [sample email](#) in your participant tools. You've also got some great [sample social posts](#) to help you reach your goal. Don't forget to check them out!

EXPLAIN YOUR WHY.

We naturally want to give when someone asks, but often we need to understand why it's so important. Always remember to tell people why you're participating in the Virtual Law Enforcement Torch Run and how the money raised provides athletic training, competition, and health services for more than 58,000 athletes across Florida.

ALWAYS REMEMBER: THANK YOUR DONORS!

If you use the tips above, you're sure to hit your fundraising goals for Special Olympics athletes. Always say thank you and recognize someone's donation (publicly or privately) so your donors know how much their support means to you.

At the end of the day shoot a thank you to all your donors to show them how grateful you are for their kindness!