

# Mauli Ola

A GUIDE TO FUNDRAISING

STEPS TO  
BEING A PRO  
FUNDRAISER

WELCOME TO  
THE OHANA  
[WWW.MAULIOLA.COM](http://WWW.MAULIOLA.COM)

# get started



01

## CREATE YOUR PAGE

Create your fundraising page.  
Click here to get going!

02

## PERSONALIZE PAGE

Add your own story, images, &  
video. Why are you passionate?

03

## BE THE FIRST

Inspire others by making the  
first donation. Show your pride!

04

## GET EMAILING

Start by asking closest  
contacts first & work outwards.

05

## EMAIL # 1

Send to 5 - 10 of your closest  
contacts (family/friends).

06

## EMAIL #2

Send to 10 - 15 close contacts  
(your circle of good friends).

07

## EMAIL #3

send to (co-workers, friends of  
friends, distant relatives, etc).

08

## EMAIL #4

Promote via social media to  
anyone who will listen.



# a guide for your emails

Your closest contacts are the ones most likely to donate, and you're more likely to build up a good foundation of donations.

Studies show the closer to your goal you are, the more likely people are to donate.

So when your outer circle sees your page with some progress, they'll likely want to be a part of the "movement" too!

## WRITING TO YOUR CLOSEST CONTACTS

- 01** You know your closest contacts better than anyone does. Don't feel like you have to stick to a predefined formula.
- 02** If one line message is going to work, go ahead and do that. If a longer personal message will work best, do that. Just make sure you include a direct request for support and a link to your fundraising page at the end of your message.

## WRITING A GENERAL EMAIL

There is no right or wrong way to write these emails, but here is an example template to follow:

Start by explaining your connection to the cause and why it's important to you. Describing how the cause has touched your life is probably the most important element of your message.

In a sentence or two explain the good work the organization is doing to advance the cause. This helps potential supporters understand where their money would be going and what it would be used to accomplish.

Be clear to potential supporters about what you are looking for; make a direct ask for financial support.

Include a link to your fundraising page. Thank your contacts for their time and support.

Always remember: when you are writing to your contacts, just be yourself. If something feels forced or inauthentic. Scrap it.

# time to get social

## CAPITALIZE ON SOCIAL MEDIA

**UP YOUR TAGGING GAME.** Give a special shout out to your first handful of donors on Facebook. When you tag someone your post gets shared in your activity feed and the other person's activity feed too. This is a great way to show your network of social friends that you have support from every corner (remember success breeds success!).

**SET INTERNAL GOALS.** "Can we reach \$400 by 10PM tonight?" "Let's get \$1,000 by end of the week!" Use your social media accounts to update followers on your progress towards each goal and encourage your followers to help achieve your "mini goals".

**BY SETTING INTERNAL GOALS:** you accomplish two things. First, you create more urgency when you ask friends and family for support. And second, you give yourself a built-in reason to follow up.



**"Success is a journey, not a destination. Have faith in your ability. You will do just fine."**

**USE GOALS AS A FOLLOW UP TOOL.** Reach back out to non-responders when you're approaching one of your internal goals. If you set a few internal goals, you can plan on sending a couple follow up emails. Remember people can easily miss or skip over your initial outreach! And of course, include progress updates in your follow up messages.

**SHARING IS CARING.** Even if people can't support monetarily, no worries, encourage them to help your fundraising efforts by sharing your posts and asking others in their network to do the same.

### GIVE 'EM GOOD CONTENT

Consider including any inspiring stories or personal anecdotes you have about the cause. Or share related current events or blog articles

**CONSIDER GIFTS.** Offer your own gifts, raffle, or prizes to friends and family who helped you reach your goal. It doesn't have to be anything extravagant, just a token of your appreciation.





## CONSIDER STARTING A **team fundraiser**

Fundraising teams range in formality. If you're running a race or doing a walk together, there will probably be a bit more involved than if you are just fundraising online as a group. Either way, here are some tips for success:

**RECRUIT.** After you create your team fundraising page, you need to recruit your team members. You can start by emailing or calling the people you think might be interested in joining you. Follow that up by making a few requests through Facebook and Twitter.

**START WITH A THANK YOU.** As people join your team, send them a quick email to thank them for joining and helping the cause.

**COME UP WITH A GOAL.** When you've got most of your team members signed up come up with a reasonable team fundraising goal. You can do this on your own or after getting feedback from team members (either way, just use your best judgment of what is achievable).

**KEEP COMMUNICATING.** Send an email out to the group thanking them again and communicating the team goal. Then send periodic updates about the team's progress (this prevents slacking and keeps everyone committed) and encourage people to share ideas about what's working best.

**BE YOUR TEAM'S #1 FAN.** Be supportive and send along words of encouragement to team members as you work together towards the goal.



**Believe in the  
cause. Commit  
to follow  
through. Get  
creative and  
have fun!**



**WHAT IT TAKES**  
*to be a successful fundraiser*