



# Approachable Fundraising Tips for Small Teams

**Fundraising isn't just about asking for money—it's about building lasting relationships.** At its core, fundraising is an invitation: a chance for people to be part of something meaningful. When you shift your mindset from “securing donations” to “offering an opportunity to make a difference,” you create deeper, more authentic connections. The strongest fundraising efforts focus on engaging supporters, sharing impact stories, and showing appreciation.

Here are simple, high-impact strategies to help you raise funds while fostering genuine relationships with your donors and community:

## 1. Leverage Peer-to-Peer Fundraising

**Empower your supporters to fundraise on your behalf!** Encourage board members, volunteers, or donors to set up personal fundraising pages and share them with their networks.

- Tip: Make it personal! Encourage fundraisers to share why they care about your mission. Personal stories drive donations more than facts alone.

## 2. Run a Social Media Giving Day

Pick a meaningful day (anniversary, Earth Day, Hunger Awareness Month), rally supporters, and create urgency with a donation goal!

- Tip: Secure a matching gift from a donor or corporate partner to double the impact. Give real-time donor shoutouts to build momentum!

## 3. Tap Into Monthly Giving

Even small recurring donations add up! Create a Monthly Giving Club to build sustainable revenue. Show donors the long-term impact of their ongoing support through regular communications and easy to recreate impact reports.

- Tip: Give your program a name (e.g., ‘Rescue Champions’), and show appreciation with personalized updates, handwritten notes, or donor spotlights.

## 4. Engage Local Businesses

**Many local businesses love to give back.** Offer easy sponsorship opportunities or mutually beneficial fundraising events (think percentage of sales).

- Tip: Having a ready-made fundraising toolkit is a great way to make participation easy.

## 5. Maximize Matching Gifts

**Many companies match employee donations**—yet billions go unclaimed each year. Use platforms like Double the Donation or simply remind donors to check with their employer.

- Tip: Add a reminder about matching gifts to your donation confirmation page and thank-you emails, so donors don't miss out on doubling their impact.

## 6. Host a Micro-Event

Big galas aren't the only way to raise funds. Try hosting a small, low-cost event like a happy hour or trivia night. You can partner with a local business to minimize costs and maximize exposure.

- Tip: Create a simple event toolkit with branding, messaging, and guidelines for supporters who want to host their own fundraiser.

## 7. Grant Writing - Start Small

**Applying for smaller, local grants can be a great entry point.** Focus on community foundations, corporate giving programs, and local rotary clubs, which often have simple applications and quick turnarounds.

- Tip: Grants aren't just transactions—build relationships with funders! Provide updates and invite them to see your impact firsthand.

## ★ Stewardship & Appreciation

### Show Donors They Matter!

*The best fundraisers aren't just great at asking—they're even better at saying thank you.*

- **Send heartfelt thank-you messages.** A quick, genuine email or handwritten note can go a long way.
- **Report back on impact.** Show donors what their gift made possible through stories and photos.
- **Create opportunities for deeper engagement.** Invite donors to volunteer, attend an event, or meet beneficiaries of their support.

By starting small and focusing on high-impact, low-effort strategies, even the smallest teams can see big fundraising results!