

Four Tips for Effective Fundraising

When it comes to charitable causes, people will respond to stories, visuals and genuine appeals that feel personal to you, your story and your own experiences in the outdoors. We've compiled four simple tips to help you move your donors to support trails and help you reach your goal!

Share a personal story

Think: why is the outdoors important to you and what makes you want to give back to connecting the Deaf and Outdoor communities? You can share a story from a meaningful experience you had in the outdoors, when you had access or were excluded from the outdoor experience or why you think it's important that everyone has access to the outdoors and why creating more inclusion in the outdoors benefits everyone. Or how when people are included and have access to outdoor recreation, education and job opportunities they are more likely to conserve our beautiful public lands.

Don't forget to add pictures of your adventures! If you add videos only upload *****ONLY CAPTIONED VIDEOS SO THAT EVERYONE CAN ACCESS THEM*****

Set up your ask

If you chose your goal amount for a specific reason, tell people why. Be intentional about the amount you are asking for, and try to relate it back to the cause if possible. We encourage you to set up fundraising goals that match your hiking goals to motivate you to get outdoors this winter season! Some potential examples include:

"I'm raising \$500. \$10 per hike that I am committed to hiking during the Hike-a-Thon"

"I'm raising \$150. \$5 per hike and am committed to hiking 30miles during the Hike-a-Thon"

But you also can set fundraising goals that match other objectives such as:

"I'm raising \$365. \$1 a day for a year, and I hope you'll help me hit my goal."

"It costs \$400 for CorpsTHAT to hire one youth on their Conservation Crew, I am raising \$400 to support job training opportunities for Deaf youth"

“I am committed to providing more educational outdoor opportunities in ASL, I’m raising \$100 to provide 3 students access to CorpsTHAT courses”

Make a clear ask

Don’t beat around the bush. You’re asking for someone to contribute to a cause that is important to you. Phrases like “please consider making a donation…” or “I hope you will consider making a donation…” are common and effective.

If you know what you’re hoping someone individual will donate, ask for a specific amount. Even if you soften it a bit by adding, “or whatever amount you are able to give,” providing a clear ask helps people know what is appropriate and what you are hoping for. It can actually help your donors feel more comfortable in their giving:

“I hope you will consider making a donation of \$100 to my personal fundraising page, or whatever amount you are able to give”.

Don’t have one amount in mind? It’s good to ask for a few specific amounts:

“I hope you will consider making a donation of \$20, \$50, \$100 or whatever amount you’re able to give”.

Thank people in advance

Thank people for supporting something important to you.

“Thank you in advance for supporting me, and for supporting trails in Washington!.”

Then make sure to thank them afterwards, too!