



Ronald McDonald
House Charities®
Maine

Tips for Online Fundraising

- 1. Personalize your fundraising page.** Let people know that this is not just *a* great cause, but *your* cause that is close to your heart. Personalizing your page leads to significantly more donations than leaving the default messaging. Including pictures is a great touch, too! Get some inspiration by checking out this [personalized fundraising page](#).
- 2. Set a realistic goal.** Make your goal attainable – you can always increase it later if you find your fundraising efforts are going well!
- 3. Donate to your own campaign.** This shows that you are invested in your own fundraising and invites others to join you.
- 4. Talk about it!** Let your family and friends know what you're doing! From there, cast a wider net on your social media pages using a casual, but meaningful explanation of why you're fundraising for RMHC. Even include a brief message and link to your donation page in your email signature. Don't be afraid to make direct asks either. People are more likely to give to you when you ask them on behalf of RMHC than when RMHC does so directly!
- 5. Ask for specific amounts.** If you ask for \$50 donations, you're more likely to get that than a smaller amount.
- 6. Incentivize your donors.** Use your special skills or hobbies to incentivize people to give. Do you make amazing cookies? Let people know your next \$50 donor will receive a dozen cookies baked by you.
- 7. Tag your donors on social media and thank them!** Not only is it a nice shout-out to your supporters, but it puts peer pressure on others to donate.
- 8. Have fun!** This isn't meant to be a chore or stressful. If you're feeling stuck, reach out to Kate at event@rmhcmaine.org for help to jumpstart your fundraising efforts.

Thank you for doing your part in supporting RMHC Maine families!