

The 18<sup>th</sup> Annual Britton Fund Ride  
April 22, 2025 | Tucson, Arizona



## Tips for Successful Fundraising!

### Top 3 Actions to Jumpstart Your Fundraising Efforts:

#### 1. Kickstart Your Page with a Personal Donation

Start by making a contribution to your own fundraising page on our fundraising website [JustGiving.com](https://www.justgiving.com). This demonstrates your commitment and encourages others to donate when they see someone has already supported your cause. Your investment shows you believe in the mission of The Britton Fund.

#### 2. Personalize Your Fundraising Page

Share your story! Add personal text, photos, or videos explaining why you're supporting The Britton Fund. Let donors know your connection to advancing tree research, education, and community care. Your passion will inspire others to give.

#### 3. Ask Your Closest Contacts First

Reach out to your "inner circle" with personal emails or messages. Friends, family, and close colleagues are the most likely to support you initially, building momentum for your campaign.

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## Next Steps for Successful Outreach!

### Create a List of Potential Donors

Think broadly and creatively about who might support you! Include:

- Friends and family
- Co-workers and neighbors
- Local businesses you frequent (coffee shops, gyms, bicycle shops)
- Professionals you know (CPA, dentist, doctor)

### Start Close, Then Expand

Approach fundraising like peeling an onion — **begin with your closest contacts** and work outward. Start with those most likely to contribute, and as you near your goal, others will be inspired to join in.

### Thank Your Supporters

Always express gratitude! Send thank-you notes, emails, or messages—whether in person or through social media. Appreciation goes a long way in fostering continued support.

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## Ways to Reach Out and Ask!

### Handwritten Letters

- Personal letters stand out in today's digital world.
- Deliver them in person if possible and follow up with an email for non-responders.

### Emails

- Be heartfelt and concise. Share why The Britton Fund's mission matters to you.
- Include a direct link to your fundraising page and remind donors their contributions are tax-deductible and directly support tree-care research and education.

### Social Media

- Thank donors publicly and tag them to amplify your post.
- Share updates on your progress toward milestones, like raising \$500 or reaching 50% of your goal.
- Post stories about the positive impact of The Britton Fund to inspire others.

### In-Person Fundraising

- Use everyday interactions as opportunities to ask for support.
- Remember three-five bullet points to share with others and direct your contacts to [Justgiving.com](https://www.justgiving.com). Donating is easy!

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## Following Up!

Don't be afraid to follow up with those who didn't respond initially. Set internal goals (e.g., \$300 by week two, \$600 by week four) to create urgency and provide natural reasons to reconnect. Use follow-ups to share updates, stories, and reminders.

### Remember:

People donate because YOU are asking! They value your passion and your commitment to supporting The Britton Fund's vital work.

**Good luck, and happy fundraising!**

*This information is a compilation of advice from The Tree Fund, Beth Buchanan of Team Ohio and two fundraising blogs (<https://npengage.com/nonprofit-fundraising/10-simple-fundraising-tips-guaranteed-improve-effectiveness/> and <https://www.classy.org/fundraising-tips>)*