Operation Warm
Fundraising in 6 Easy Steps
Step 1 – Create Your Fundraising Page

Welcome to Operation Warm fundraising! It’s only through supporters like YOU that we are able to accomplish our mission each year! Your campaign will make an enormous impact on the lives of children living in poverty. Let’s get started!

Create Your Page

If you haven’t yet created your page, visit www.operationwarm.org/start-a-fundraiser/ to sign-up.

Personalize Your Page

Maximizing your fundraising efforts starts with a great story. Once your page is created, take a few moments to share your reason for helping children, add photos/videos and encourage others to get involved.

Make a Donation

People are more likely to donate to a cause that has already received some support. Kick-off your fundraiser by making a donation to your page.
After your fundraising page is created, it's time to spread the word! First step is to reach out by email by following the steps below. You can find a sample outreach email within your fundraising page options. But like your page, we recommend you to re-create in your own heartfelt words.

**Step 2 – Start with Email**

**Email Close Contacts**
Start by emailing 10 of your closest friends or family (or those most likely to give). You want your first round of emails to have the highest donation rate so you can build a good fundraising foundation.

**Expand Your Contact List**
Next, expand your email message to your next 10-20 closest contacts (family, friends, and co-workers). If you don’t receive donations right away don’t get discouraged! Wait several days and send a follow-up reminder email.

**The Big Ask**
Once your fundraiser picks up some momentum, email anyone you feel comfortable asking to get involved (co-workers, relatives, mentors, etc.).
Tips on Crafting Your Email

Begin your email explaining why Operation Warm’s mission matters to YOU. Why is helping a child living in poverty so important? What is accomplished by providing a new coat? Write from the heart and be yourself, this shouldn’t feel forced.

Next, be clear what your fundraising goal is, how it will help, and make a direct ask for a donation. Always include your fundraising link at least once towards the end of your message.

Even though they haven’t given yet, thank your contact(s) for taking the time to read your message and how grateful you’ll be for their support.

Be Heartfelt

Be Direct

Be Thankful
Step 3 – Get Social

Sending a heartfelt email is one of the best ways to receive donations, but the power of social media and its viral nature can give you a boost in your fundraising efforts.

Tag and Thank Donors

Are your fundraising buddies on social media? Share a thank you message on Facebook or Twitter and tag those who gave to your fundraiser. This will be appreciated by your supporters and let their friends know about your campaign.

Share on Your Profile

Built into your fundraising page are quick share buttons for Facebook and Twitter. Click and post a message asking for your friends to donate or share your post (not everyone will donate, sometimes a share can be just as helpful!).
Step 4 – Be Patient and Follow-up

It often takes more than one or two requests before someone will donate to your fundraiser. It’s important to follow-up, but also share “softer” messages.

The Follow-up

Try reaching out to those who haven’t given by email at major milestones in your campaign (“we’ve hit 50% of our goal!”) or as a simple reminder in case they missed your first outreach.

Share Stories

It’s important to break up your fundraising asks with other content. Try a testimonial from a donor, a story on why you got involved or the state of poverty in your community.*

*http://datacenter.kidscount.org/ is a great resource for local and national child poverty data.
Step 5 – Expand Your Fundraising

Fundraising for a great cause doesn’t all have to live online. Try holding an event or asking for donations in lieu of gifts for a celebration.

- **Ask for Donations on Your Birthday**
- **Hold an Event – Walk/Run, Pub Crawl, Get Creative!**
- **Milestone Challenge – Donate Every 50, 100 Miles I Run**
- **Fundraise in Honor of a Loved One**

Have questions? Contact us at info@operationwarm.org