



# FUNDRAISING TIPS

Remember, every dollar counts and no donation is too small. Your efforts will make a significant impact on our cause and help us make a difference in the lives of thousands of athletes with intellectual disabilities across the state.

### Share Your Personal Story

People are more likely to donate when they feel a personal connection to the cause. Share why this cause is important to you and how it has affected your life.

### Set a Fundraising Goal

Setting a goal can help you stay motivated and give potential donors an idea of how much you are trying to raise. Be specific and realistic when setting your goal.

### Highlight the impact

Talk about the positive impact that Special Olympics Connecticut has on individuals with intellectual disabilities. Share stories of athletes who have overcome challenges and achieved their goals thanks to our programs.

### Utilize Social Media

Social media is a powerful tool for spreading awareness and raising funds. Share your personal fundraising page on all your social media platforms and encourage your friends and family to do the same.

### Offer Incentives

Offer a small incentive for reaching certain donation milestones, such as a personalized thank you note or a shoutout on social media.

### Get Creative

Think outside the box and come up with unique fundraising ideas that align with your personal interests and passions.

### Thank donors

Always express gratitude for their support, whether or not they end up making a donation. Building relationships with donors is essential for long-term success.



LEARN MORE AT [WWW.SOCT.ORG](http://WWW.SOCT.ORG)



#SOCTPlanePull

## RAISE \$1,000 IN 8 SIMPLE STEPS

1

Sponsor yourself for \$50

2

Ask 4 family members to contribute \$50

3

Ask 5 co-workers to contribute \$20

4

Ask 5 people from your social group or church to donate \$20

5

Ask 10 people who follow you on social media to donate \$20

6

Ask 2 professional contacts to donate \$50

7

Ask 5 businesses that you visit frequently to donate \$20

8

Ask 5 friends to contribute \$20

