Tips for Successful Fundraising

Follow these easy tips to get your fundraising campaign running.

We'll see you at the starting line in January!

- ➤ Be enthusiastic! Excitement is contagious. Potential donors should feel how enthusiastic you are about your contribution.
- ➤ Make the first pledge yourself! When your friends and family know that you have contributed, they will know how committed you are.
- ➤ Send emails or letters! Send an announcement of your plan to participate in the JNF Tu B'Shevat Walk to friends, family, business associates anyone and everyone!
- ➤ Ask for a specific amount! Tell your donors what the average gift has been and ask for them to beat it.
- ➤ Use social networking tools! Connect with your online communities on Facebook, YouTube, Twitter, LinkedIn and MySpace to encourage support.
- ➤ Be recession-proof! Don't assume that donors will be less likely to give you a contribution. Let them decide. Ask more people for smaller donations instead of fewer people for large donations.
- ➤ Thank your donors! The sooner and more often, the better!
- **≻**Collect your pledges in advance!
- * After collecting all your pledge money, send it directly to the organization you are walking for.

JNF, for ISRAEL

Best of Luck!