

Tips for Successful Solar Spring Break Fundraising

1. Reach out to your college or university for support. Even if your school cannot support with actual funds, they can still help you spread the word among their network. It's great to get in touch with your department head, faculty advisor, career counselors, student government associations, and anybody else on campus that you think would be excited about what you are doing.
2. Online peer-to-peer fundraising campaigns are a great way to spread awareness to your network and provide an easy way for people to donate online to your cause. Participants have used sites like Firstgiving, Rally.org, and Crowdrise. GRID Alternatives' staff will help you create a page that works well for you and your team. *Tip - be the first to donate to your page! It will get the momentum going for others to click "donate" if they see others have.*
3. Ask everyone! People can only make a donation if you ask them. Most donors, when asked why they donated or volunteered their time to a cause, will simply answer "because I was asked." Don't be afraid to make the ask, and of course think big!
4. Make it personal! Be sure to include personal stories when sending e-mails, posting to social media, or creating your online giving page. Sharing your own personal motivation for getting involved will inspire other people to donate to your cause.
5. Social media outlets are a great way to spread the word. Be sure to post regular updates on your fundraising progress and links to how individuals can donate. Use #solarspringbreak.
6. Find a local sponsor to support the work you are doing. Many local companies are interested in supporting the community they are based in and will be excited about the work you are doing. Reach out to your favorite restaurant or store and make the ask!
7. Get creative! There are so many creative ways to encourage fundraising. Throw a party, include your fundraising link to e-mail signatures, host a bake sale, etc.
8. Start early! The earlier you start organizing and making requests, the more money you will raise. It will also allow plenty of momentum to build as you progress with your campaign.
9. Creating weekly goals will keep you on track and allow you to send follow up e-mails or social media posts about your progress.
10. Sent thank you e-mails and a follow up after your trip or fundraising campaign is over. Your donors will want to hear from you once your campaign is over, hear about your success, and of course about your experience volunteering on your trip!

Questions? Contact Lia Papazoglou at lpapazoglou@gridalternatives.org