

### Tips for Successful Solar Spring Break Fundraising

1. Reach out to your college or university for support. 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. They may know of ways for you to apply for funds or even be able to contribute through their own budget, as well as spreading the word through their network.
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. GRID Alternatives' staff will set you up with a site through the Classy.org crowdfunding platform to help you raise the program cost. *Tip- each team members can create their own personal page on your Classy site.*  
  
Note that funds raised on your Classy site can't be applied to other expenses, so you may also find it useful to create a separate crowdfunding page to cover your team's travel and food expenses. *Tip - be the first to donate to your pages! It will get the momentum going for others to click "donate" too.*
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! Depending on who you are speaking to, it can be good to ask for a relatively high amount in order to set their expectation for what is a normal donation.
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 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. Send 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! Cultivating those relationships may help you to raise funds for a trip the following year.