Tips for Fundraising

If people believe in the values and mission of your organization, they will donate their money to your cause.

When fundraising always remember to:

- **Raise money for a campaign/project**, not for YAYA’s general expenses. This will allow you to raise awareness and to increase outreach.

- **Devote organizational time to fundraising, and budget money for these efforts.** Schedule two big fundraisers per year, at the least busy times.

- **Integrate fundraising into every activity of your organization** - members should pay dues, fun events should have a entrance fee, when you have an info table set up a donation jar, etc.

- **Build leadership every time you plan a fundraising effort.** All members should help to fundraise.

- **Ask volunteers and members for donations.** They are the people that care the most! Talk to other members about contributing regularly.

- **Be creative and ask for money often and in different ways.**

- **Host fun and creative events** so that people will want to sign up again to fundraise.

- **Identify an idea that works, and use it every term/year.** YAYA will be identified with that event and it will become easier to promote. As soon as the event is over, write down contacts, expenses, needed improvements, etc. This way, the information will be available for the next time. YAYA’s annual soccer game is an example of a successful recurring fundraiser.

- **Avoid events that require large investments.** Make sure to raise more money than you spend.

- **Be careful when “selling” material goods.** Try to collect from people who are not actively involved with YAYA.

- **Ask personally and publicly:** let people know how much money you need to reach your goal.

- **Ask as many people as possible** to make a contribution.

- **Ask the same individuals in your base for a donation** even if they said no to the last request; ask for specific and worthwhile amounts. Don’t be afraid!