

# The Whys and Hows of Online Fundraising

Consider the reasons why online fundraising is the best option to begin your fundraising plan.

- extended reach to potential donors
- cost effective collection
- the ability to create, adjust, and direct your "ask" instantly
- convenience and security
- immediate acknowledgement and receipt of transaction

Here are some ways you can maximize your online fundraising potential!

1. **Be upfront.** Let your donors know why you are asking them for money, and where the money they donate is going. Share the Cystic Fibrosis Foundation's Mission: the mission of the Cystic Fibrosis Foundation – a donor-supported, nonprofit organization – is to assure the development of the means to cure and control cystic fibrosis (CF) and to improve the quality of life for those with the disease.
2. **Add a link to your fundraising page in your email signature.**
3. **Think globally.** Include friends, family, and colleagues that work abroad. The Internet is global, and donating online is a great way for people so far away to show support.
4. **Keep in touch with your donors.** Send an e-mail update on your progress. It's nice for those who have already supported your efforts and it's a nudge for those who haven't contributed yet.
5. **Leave your message wherever you go.** Put a personalized Great Strides poster up in your gym, church, college, children's school, etc. Include the link or QR to your fundraising page and the Cystic Fibrosis Foundation website.
6. **Work your own company.** Ask to be on your company's Web site. See if your company would be prepared to add your fundraising site to its public Web site or private company intranet. Many companies like to promote the charitable and public-spirited efforts of their staff, and you could get a lot of extra donations from this.

As always, feel free to contact Kelly at the Cystic Fibrosis Foundation with any questions or suggestions about your Great Strides fundraising:

[ksalentine@cff.org](mailto:ksalentine@cff.org), 262-798-2060.