



# Duck and Run Fundraising Tips

*Here are a few ideas to help you reach your fundraising goal.*

## + Get the ball rolling

Nobody likes to be first. That's why kickstarting your fundraising efforts by making the first donation can help encourage others to get involved.

## + Share your personal reason for participating

Let people know why wetland conservation matters to you. Use the email template we've developed to send messages directly to your contacts from your fundraising page and personalize it with a note about why you're participating in the Duck and Run. Sharing why you care about the cause is the most compelling way to generate support.

## + Start by reaching out to your close contacts

It's always best to start your fundraising efforts by reaching out to your close contacts. These people are the most likely to donate. Try sending some quick personal messages to your inner circle to create some momentum. Then, use the email template you customized to reach your wider network.

## + Make a splash on social media

Once you've sent your first batch of emails, make a splash on social media. One of the best strategies is tagging and thanking people who have already donated while you are asking for new donations. This spreads your message further, celebrates those who are getting behind you, and encourages others to add their support.

## + Re-engage with reminders

Don't hesitate to send a few follow-up emails. Use email to keep your contacts updated on your fundraising progress and ask them to help you hit key milestones on the way to your goal.

## + Continue thanking and posting on social media

As more of your network gets behind you, continue thanking them on social media and sharing your progress towards your fundraising goal.

*Fundraising often requires some creativity and perseverance. Thank you for striving to reach your goal and for encouraging others to support Ducks Unlimited Canada's conservation mission.*



**DUCK AND RUN**

THE RACE TO CONSERVE AND RESTORE OUR WETLANDS