



Fundraising Tips for Clara's Council Members

Thank you for committing to raising \$1,000 or more for the American Red Cross Clara's Council. Below are tips and techniques to get you started on your goal. If you need further support, please contact Harris Cabrera at harris.cabrera@redcross.org or 917-301-2760.

[Create a Fundraising Page on DonorDrive](#)

On your personal DonorDrive page, you can:

- Make your personal donation
- Share your page to request financial support from others
- Track your giving to date

Once your page is personalized, you are all set to start fundraising! You can use the link from your campaign, or any of the "share" buttons on your page to start asking for support. Copy the link and use your personal email account to share with your network or use the "share" button on your page to post to social media.

Personalizing your Page

Add photos and videos and update the story field. Personalizing your page is the best way to motivate people you know to support your efforts.

Setting Goals

Set a High Goal. If you set your goal at the minimum amount needed, donors are likely going to stop donating to your page once you hit that goal. Set an aggressive goal and you are not only more likely to meet your **\$1,000 fundraising minimum** but you could go above and beyond!

Start Small and Build. Ask a few close friends to donate before you invite your broader network to support your efforts. Those few initial gifts will help people feel that they are joining a successful campaign.

Activate your Network. Use the tools available on your campaign page to contact your network and ask for donations. Social media, email, and phone calls are great ways to engage people you know. Use the tips provided below to guide your strategy.

Finding Donors

Self-Donations. Consider donating to your page to get things started; even if it's small, it will show you believe in your own efforts!

Draft Potential Donor List. Think of people that you can count on for their support – friends, family, neighbors, and coworkers.

Segment your Donors. For best results contact your potential donors in the way that is best for *them*. While sending a group email might be the easiest method for you, a personal email or phone call to key contacts might be best for them. Lay out your approach and group your



contacts by the best form of contact. Start with friends and family, co-workers, and fellow volunteers.

Reaching Out

Ask, Then Follow Up. People want to support you, but everyone is busy and forgets. Follow up with your supporters, send updates to help remind them of your efforts and personalize your requests.

Turn-it-Around Fundraising. Remember those people that have asked you to buy products they sell, purchase cookies from their kids, support school events and donate to their charitable fundraisers? Now is the time to turn around and ask them to support YOUR efforts!

Update Often. Don't just send out asks, send out updates on your progress as well. Let your donors know when you've reached certain milestones, or if there has been an exciting update from the Red Cross. Consider updating the photos on your page as well, finding unique ways to show your progress.

Thank Them. Be sure to personally thank your supporters, either by email, phone, eCards or in person, they want to know you appreciate them. Be sure to include an update on the campaign's progress.



Methods for Success



Use Stories. Tell your audience your Red Cross story. Why did you choose to fundraise for the Red Cross? If you don't have a Red Cross story, take one from the Red Cross Story section on page 7. A compelling story is always more likely to draw in donors.



Make it Personal. You want to email as many donors as possible, but you also don't want to sound like you are sending a mass email. When emailing important donors, take the time to send individual personal asks.



Be Sure to BCC. Don't make the mistake of sending an email to 100 people and revealing everyone's contact information. Instead, send the email to yourself and BCC everyone else to protect their privacy.



The more personal, the better! Naturally, personal phone calls and emails will be more effective than group emails and social posts. Donors want to hear directly from you!



Schedule It. Fundraising may be top of mind at first, but it's easy for that to wear off, don't let the fundraising deadline of June 30 creep up on you. Create a calendar with templated posts so you can keep yourself on track.



Use Analytics. Keep track of your likes and responses to understand which efforts you make are performing the strongest, and double down where you're seeing the most success. For example, did sharing a personal story resonate, or was a direct appeal for support more effective? Even considering day of the week to reach out can improve your response!



Get Noticed! A Picture is Worth a Thousand Words. Always share the link with a photo of yourself or the cause. Your post can easily get lost without an image.

Create Urgency. With each post, create a greater sense of urgency, tell your audience you really need their help to hit your fundraising goal or to save a life. Explain why they should donate now rather than later.



Sample Messages

Use the below posts to get some ideas on how to ask for donations through email and social media. Feel free to make these posts your own, the more personal, the better!

Have a post that you love but don't see on this list? Share it with us! That will help us to share your great idea with others.

Sample Email/Letter

Dear **NAME**:

(Insert personal intro for each individual donor: example: It was great to see you at Thanksgiving! Or. I hope you are doing well. I wanted to reach out to you about something that is important to me.)

I am excited to support the American Red Cross through my participation in Clara's Council.

The Red Cross is there for others in their time of need, connecting service members with their families, delivering blood to hospital patients, deploying volunteers to support victims of disasters, and administering measles vaccinations to children in foreign countries. They provide hope and relief when all seems lost.

Please join me in supporting the Red Cross by making an online donation on my personal fundraising page. A gift of any size will help someone in need when the next disaster strikes. Your gift could be the one that saves a life.

Please go here to make your donation now: [\(Insert DonorDrive link\)](#)

Thank you for your generous support to the Red Cross and for helping me take one more step towards achieving my goal.

Dear **NAME**:

(Insert personal intro for each individual donor.)

Every 60 seconds, the American Red Cross touches an average of 250 people. The Red Cross responds to nearly 200 disasters every day, provides the nation's largest blood supply, teaches life-saving skills like CPR, helps support military service members and their families and helps strengthen communities around the world. This is why I've agreed to support the American Red Cross. Will you please join me in supporting the Red Cross by making a donation online on my personal fundraising page?

Your gift will help ensure that the Red Cross is there in your community, across the country, and around the world - connecting service members with their families, delivering blood to accident victims, deploying volunteers to a disaster site, or administering measles vaccinations in foreign countries. A gift of any size will save the day when the next disaster strikes.

Go to the website below to make your donation now.



(Insert DonorDrive link)

Thank you for your generous support for the American Red Cross and for helping me take one more step towards achieving my goal.

Dear **NAME**:

(Insert personal intro for each individual donor)

I am proud to support the American Red Cross as a member of Clara's Council. The Red Cross is there in times of great need - Whether responding to more than 60,000 disasters a year, connecting members of the military with their families, delivering life-saving blood, or vaccinations to children around the world. They provide hope and relief where it's needed most.

I have set a goal of raising **\$XXX** to assist the Red Cross in their lifesaving mission to alleviate human suffering. I hope you can help me achieve this goal by making a donation to my personal fundraising page below.

(Insert DonorDrive link)

Your gift supports the vital work of the Red Cross in your community, across the country, and around the world.

Thank you for your generosity.

(Insert personal closing here)

Sample Facebook/LinkedIn Posts

Use these fundraising posts to lead your network to donate on your personal DonorDrive page.

- The Red Cross responds to an average of more than 60,000 home fires each year to provide essentials like food, clothing and emergency shelter to survivors. Help the Red Cross continue to respond to these disasters by making a donation to my fundraising page. [\[Insert DonorDrive Link\]](#)
- Help me reach my Red Cross fundraising goal and bring warmth and security to people in need. \$50 could provide blankets for 10 after a natural disaster. [\[Insert DonorDrive Link\]](#)
- Provide comfort and strength during a disaster. \$100 could provide meals, snacks, blankets, cots and hygiene supplies for 2 people. Help the Red Cross continue their mission today! [\[Insert DonorDrive Link\]](#)
- I am supporting the American Red Cross by participating in Clara's Council. Help the Red Cross continue to respond to an average of more than 60,000 devastating disasters a year by making a donation to my fundraising page. [\[Insert DonorDrive Link\]](#)
- Nearly every 8 minutes, the Red Cross responds to a disaster. Donate to my fundraising page to support the installation of smoke alarms across the US at [\[Insert DonorDrive Link\]](#)
- I am supporting the American Red Cross this year. Help the Red Cross continue to prevent and alleviate human suffering in the face of emergencies by donating to my fundraising page today. [\[Insert DonorDrive Link\]](#)
- I support the Red Cross so I can help people affected by disasters and countless other crises. You can help too, make a gift to my donation page. Your gift enables the Red Cross



to prepare for, respond to and help people recover from disasters big and small. [\[Insert DonorDrive Link\]](#)

- Nearly every second of every day, the American Red Cross provides comfort and care to someone in need. Their nationwide presence ensures local volunteers are available to provide lifesaving support. Help me support their life saving mission [\[Insert DonorDrive Link\]](#)
- Help stock a shelter with baby supplies. \$45 could provide supplies for 1 child. Join me in fundraising for the Red Cross to provide aid to those who need it. [\[Insert DonorDrive Link\]](#)
- I am proud to support the American Red Cross. The Red Cross offers critical support, ranging from food, to a warm place to sleep when families lose everything, to making communities safer from home fires. Help me fundraise for this important mission! [\[Insert DonorDrive Link\]](#)
- I am so close to my fundraising goal for the American Red Cross. Help me hit it by donating today! [\[Insert DonorDrive Link\]](#)
- Can you help me reach my fundraising goal to help support the American Red Cross? Every little bit helps! [\[Insert DonorDrive Link\]](#)

Sample Tweets

Use these fundraising posts to lead your network to donate on your personal DonorDrive page.

- I'm supporting @RedCross as a member of Clara's Council. Join me by making a donation: [\[Insert DonorDrive Link\]](#)
- Red Cross brings comfort to families after a house fire. \$50 provides 10 blankets to keep families warm. Donate today. [\[Insert DonorDrive Link\]](#)
- I'm raising funds for the American Red Cross to support their life-saving mission. Help me by donating today: [\[Insert DonorDrive Link\]](#)
- The Red Cross responds to nearly 70,000 home fires each year. Help support their life-saving mission by donating today. [\[Insert DonorDrive Link\]](#)
- You can help ppl affected by disasters big & small by making a donation today. [\[Insert DonorDrive Link\]](#)
- I am supporting the @RedCross so they can meet the many urgent needs in our country. Help me reach my goal [\[Insert DonorDrive Link\]](#)
- I'm close to reaching my goal of raising \$XX to help @RedCross save lives! Will you consider a gift to sponsor me and help me reach my goal? [\[Insert DonorDrive Link\]](#)





About the American Red Cross

Mission Statement

The mission of the Red Cross is to help prevent and alleviate human suffering in the face of emergencies. Across all the ways we provide help and hope to others - from bringing disaster relief, providing lifesaving blood and training in lifesaving skills, to reaching across borders to reconnect families and supporting military families - the American Red Cross makes a big impact.

About Clara's Council

Clara's Council is the wave of the future. We are a group of passionate, inspiring and dedicated young women committed to supporting the mission, financial health and future of the American Red Cross. We are mid-career professionals making strides within our respective industries who are bringing a new outlook, approach and strategy to what it means to be part of a women's philanthropy initiative within the Red Cross. Clara's Council members have the unique opportunity to not only learn about the American Red Cross and its life saving missions around the nation and the world, but also the ability to partner with our prestigious Tiffany's Circle members.

Red Cross Stories

[Explore this collection](#) of videos that can be shared with your fundraising asks about what the Red Cross brings to everyday people, every day.

Use the [latest news stories and press releases](#) for your fundraising. Keep your donors informed about Red Cross activities, from the ways we deliver on our mission, to the impact of our work on everyday lives.

Connect With Us

No need to recreate the wheel, use the content that we have already posted for your fundraising asks.



Our Work Impacts Lives Everyday



Disaster Services

Every year, the victims of more than **60,000** disasters rely on the Red Cross for immediate help.



Service to the Armed Forces

Each year the Red Cross provides more than **540,000** services to military members, veterans and civilians. Local Red Cross chapters brief nearly **400,000** people each year through the “Get to Know Us” program.



Training and Certification

On average, over **4.6 million** people a year receive Red Cross training and information in first aid, water safety and other skills that help save lives.



Volunteers

Approximately **275,000** people volunteered last year to help fulfill the mission of the Red Cross.



Biomedical Services

Last year, the Red Cross collected nearly **4.5 million** units of blood from more than **2.3 million** volunteer donors.



Community Impact

Every hour of the day, more than **1,650** people are helped by the Red Cross.



Where Your Money Goes

An average of 90 cents of every dollar the American Red Cross spends is invested in delivering care and comfort to those in need. Everything we do depends on the needs of the people that we serve.



Suggested Donation Amounts

Use these dollar amounts to show your donors where their money is going. A contribution can feel more effective when the donor knows what their donation can purchase.

For example: Did you know that on average 7 people die each day from a home fire in this country? Help me reduce tragic home fire related deaths in our community by providing a smoke alarm to a family in an at-risk community. Donate \$15 to my campaign and you could save a life.

- \$5 will provide a blanket to an individual after a devastating home fire
- \$10 will allow the Red Cross to provide 10 measles vaccinations to children
- \$15 will help the Red Cross reduce home fire related deaths by providing a smoke alarm to a family in an at-risk community
- \$50 will send a Red Cross comfort kit to a military veteran in a VA Hospital
- \$60 could buy 3 phone cards for our service members to call home to their families
- \$100 will provide emergency shelter for 2 disaster survivors
- \$250 will help the Red Cross provide recovery assistance for two people following a tragic home fire in which their home is no longer livable
- \$500 teaches 50 kids water safety skills through swim lessons
- \$1,000 provides 5 families with food and shelter for one day
- \$1,650 will deploy one volunteer to a national disaster such as Hurricane Ida for 10 days



FAQs

Can donors send in checks?

Yes, check and cash donations can be collected. As a fundraiser, you can collect check and cash donations and either drop them off or mail them to your local Red Cross Chapter. Allow 2-3 weeks to see these amounts reflected on your fundraising page.

Do offline donations (checks) count towards the fundraising recognition items?

Yes, if offline amounts have been verified and received in time to meet the provided parameters.

An offline donation includes any funds not coming in through your online fundraising campaign, commonly cash or check. Please **DO NOT** mail cash. If you receive cash, keep the cash and either submit a donation online to your campaign page in the donor's name, or mail us a personal check for the same amount. Checks can be made out to the American Red Cross and mailed to:

American Red Cross, 520 W. 49th Street, New York, NY 10019

Please add Clara's Council in the memo line of the check.

How can I get a copy of a donation receipt?

Contact us to request a duplicate copy of any donation receipt. We will need to have the name on the card used to process the donation and the email address associated with the donation.

