

Below are some ideas to help you get the most donations as possible.



Define your audience

- Put together a list of potential donors - family, friends, co-workers, social media friends, team members, you name it!



Communicate - share, share, share

- Tell as many people as possible about this partnership.
- Use everything at your disposal: Facebook, Instagram, Twitter, email, events, family dinners, face-to-face, text messages.



Get personal

- Put a face to your fundraiser - let them know WHO or HOW their support will help.



Be Relevant

- Choose the best time to let your contacts know.
- Gardening season starts in March-April, so make sure they know about your program before they begin planning.
- Remind them a few days before the weekend.
- Remind them when the sun is shining and people feel inspired.



Follow-up

- Stay on top of your potential donors - life gets busy.
- If someone mentioned they are interested, keep reminding them so they don't forget.



Share Your Success Story

- Tell your potential supporters how much has been raised to date OR how you can use the money raised. Tug on those heart strings - let them know how their support is going to help.

The success of this program will depend on how much you promote it. We have seen tremendous success with groups who promote, promote, promote! Don't be shy, life gets busy and people need the reminders.