

6 TIPS FOR SUCCESSFUL FUNDRAISING

1

DO THESE THREE THINGS AT THE TIME YOU REGISTER

PERSONALIZE YOUR TEAM PAGE. Add your own introductory text, a photo of your team or even a video. Remember, your donors are obviously interested in the cause you are supporting, but they are mostly interested in you. Be sure to explain why you have embarked on this adventure with your team and why the work of Doctors of the World is dear to you.

MAKE THE FIRST DONATION ON YOUR PAGE. The people you ask to make a donation on your page will be even more willing to do so if you have contributed yourself. Don't forget, this first donation will also serve as a reference point, so be generous.

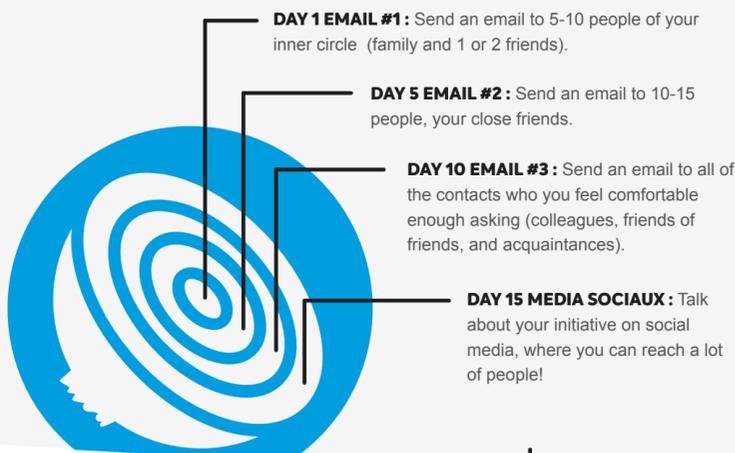
FIRST ATTRACT 5-10 CLOSE FRIENDS. Start by sending an email to people who are close to you, such as your family. These people will be more easily motivated to give than people further away from your inner circle. It will also be easier for you to ask these people!



2

USE THE ONION METHOD

Think of your fundraising strategy as peeling an onion from the inside out. The best fundraisers start by soliciting their closest entourage (the heart of the onion) and then gradually ask people less close (the other layers of the onion).



WHY THE ONION METHOD?

Your inner circle is that which will give the most easily. This will help you establish a strategy.

Studies show that the closer a fundraiser comes to meeting its goal, the more likely people are to give.

So when your contacts see your fundraiser approaching success they too will want to be part of the adventure !

3

THINK ABOUT YOUR AUDIENCE

There is no magic trick to writing an email to your family and friends to ask for donations, but here are some valuable tips to guide you:

WRITING A GENERAL EMAIL

- Start by explaining your connection with Doctors of the World and why it's important to you. This is probably the most important element of your message.
- In one or two sentences, explain the work of Doctors without Borders and how the funds collected will be used. This will help others understand the importance of your commitment.
- Be clear on what you are asking and do not be shy to ask for financial support directly.
- Do not forget to include a link to your team page and specify that their donation is tax deductible up to 45% if it is equal to or greater than €40.
- Finally, think about thanking them in advance for their time and contribution.

WRITING TO YOUR INNER CIRCLE

- You know these people better than anyone else. Don't think you have to follow a special formula.
- If you think that a message of one or two lines will be enough to motivate them, do that. If you think it's better to have a longer, more personal message, opt for this solution.
- Just remember to clearly ask for a donation and indicate the address of your collection page!



REMEMBER: Do not be embarrassed to ask, you are doing this for a good cause and everyone has the right to refuse, but you still need to ask!



4

GET THE MOST OUT OF SOCIAL MEDIA

After sending your first emails, use social networks like Facebook and Twitter to raise money.

TAGS READY, SET, GO! Start on Facebook by tagging those who have already donated to your team page and thanking them. Because when you tag someone, your post is shared in your news feed and that of the person concerned. It also shows everyone that people believe in your project. Remember, success breeds success!

INTERMEDIATE OBJECTIVES: €150 in one week, €300 the second... use the social networks to inform your entourage of your progress and take the opportunity to ask for a hand to reach the next step.

DO NOT MAKE EVERY POST AN APPLICATION. Also share news about your project in general, your physical preparation, etc. Don't overwhelm the people that follow you with information.

BE CREATIVE. To boost your fundraising, nothing prevents you from placing bets. For example, you might offer to do part of the Doc'Riders challenge in costume or with a funny sign for a donation over a certain amount.



5

FOLLOW UP ON A REGULAR BASIS

By splitting your overall goal of € 1,500 in several steps (30% / 60%) you accomplish two things: first, you instill a sense of urgency when you ask for a donation. Second, it gives you a plan to follow and encourages you to stick to it.

PUT SOME STEPS INTO YOUR FUNDRAISING

- Do not hesitate to resend requests to people who have not yet made a donation or who have not answered you. These steps give you a good excuse to try them again. Some people might have just forgotten!
- And of course, do not forget to specify your progress with each message to show that your challenge is progressing!

GIVE YOUR STORY SOME CONTENT

- Try as much as you can to tell inspirational stories in your messages. This can be compared to your efforts during training for example.
- Also think about testimonials of people who benefit from the work of Doctors of the World, available on the website.



KEEP USING SOCIAL MEDIA: It's one of the easiest and most tolerable ways to keep your project present in your social circle, without continuing to ask directly for donations...



6

DON'T FORGET TO SAY THANK YOU

All the people you have solicited, re-solicited, and solicited during your fundraising deserve a big, a huge THANK YOU! Simply because without them, you would not have been able to participate in Doc'Riders. So do not forget to say thank you!

WE ARE HERE TO HELP YOU

Fundraising may seem difficult at first, but don't forget we are here to help! Remember, we are all on the Doctors of the World team, so don't hesitate to contact us by email at - hello@docrider.org – or by telephone at +32 (0)2 225 43 45. Again, thank you for your participation.