

PATH TO FUNDRAISING SUCCESS



Use this checklist to help keep track of your fundraising efforts.

Event Name: _____

Start Date: _____ End Date: _____

Fundraising Goal: _____

My Fundraising Link: _____

-  **KNOW THE BASICS** Get all the details about Special Olympics New Jersey (SONJ) and how this fundraising campaign works.
-  **SET A GOAL** Choose an amount that is ambitious but reasonable enough that you can meet it.
-  **PERSONALIZE YOUR PAGE** Customize your page with great photos & remind your supporters of why fundraising for SONJ is important to you.
-  **MAKE A DONATION** Show people you are serious about meeting your fundraising goal by contributing to yourself.
-  **BUILD MOMENTUM** Jumpstart your fundraising with donations from your “inner circle.”
-  **EMAIL YOUR CONTACTS** Share your story with your email contacts and let them know you are raising funds for SONJ.
-  **GET SOCIAL** Supercharge your fundraising by spreading the word on social media.
-  **THANK YOUR DONORS** Make sure your donors feel the love and know you appreciate them.
-  **FIND A MATCH** Double or triple your impact of your gift through your employer’s matching gifts program.
-  **STAY CONNECTED** Your donors want to know that their gifts are making an impact, so keep them posted.

Thank you for supporting Special Olympics New Jersey athletes!