

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: _____

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**KNOW THE
BASICS**

Get all the details about Special Olympics New Jersey (SONJ) and how this fundraising campaign works.

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SET A GOAL

Choose an amount that is ambitious but reasonable enough that you can meet it.

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**PERSONALIZE
YOUR PAGE**

Customize your page with great photos & remind your supporters of why fundraising for SONJ is important to you.

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**MAKE A
DONATION**

Show people you are serious about meeting your fundraising goal by contributing to yourself.

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**BUILD
MOMENTUM**

Jumpstart your fundraising with donations from your "inner circle."

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**EMAIL YOUR
CONTACTS**

Share your story with your email contacts and let them know you are raising funds for SONJ.

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GET SOCIAL

Supercharge your fundraising by spreading the word on social media.

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**THANK YOUR
DONORS**

Make sure your donors feel the love and know you appreciate them.

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**FIND A
MATCH**

Double or triple your impact of your gift through your employer's matching gifts program.

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**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!