

## Fundraising Tip Sheet for Fundraisers

### 1. GET THE BALL ROLLING



Nobody likes to be first. That's why it's a good idea to get your initiative off to a good start by making first contribution by yourselves. This will make others more likely to get involved.

### 2. ADD YOUR WHY TO THE EMAIL



We prepared for you an email template which you will find from the second page or you can get it just by clicking [here](#). The most important thing you can add to this message is **why you are fundraising**. Let your family and friends know why this matters to you, that's what they care about most!

### 3. START WITH YOUR CLOSE CONTACTS



It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some interest. Then use the email template you customized to reach all of your other contacts. Make sure that people will let you know if they are planning to donate. This gives you an opportunity to thank them. Let also Siimon Haamer know about donations.

### 4. ADD YOUR CONTACTS INTO THE CAMPAIGN GENERAL MAILING LIST



Ask your contacts whether they would like to be informed regularly about the campaign process and ask their permission to add their email address into campaign general mailing list. Send those names and email addresses to [Siimon Haamer](#).

### 5. NOW MOVE TO SOCIAL MEDIA



Once you've sent your first batch of emails out, it's time to turn to social media. Like and share our Facebook account [www.facebook.com/tartuacademy](http://www.facebook.com/tartuacademy). One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting involved.

### 6. EXPAND THE NETWORK OF FUNDRAISERS



If you know someone who might be a good expansion for our fundraising team make an appointment, present our campaign, explain why you are putting your efforts into this campaign and invite him or her to become part of our fundraising team. All needful information is available on our website [www.tat.news/facility.html](http://www.tat.news/facility.html) and if necessary you may create a direct connection with [Siimon Haamer](#).

### 7. REENGAGE WITH EMAIL



Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with our progress as we hit different milestones (10% raised etc.) and ask supporters to help you hit the next milestone.

### 8. CONTINUE THANKING AND UPDATING SOCIAL MEDIA



As more of your network gets behind you, keep thanking them on social media and make sure you continue to share our joint progress towards our goal.

## Email template for fundraiser

Email subject: Call to Make a Difference in Estonia

Email body:

Dear ...,

I have been involved with one great mission in Estonia, which is a former country of Soviet Union and suffered under occupation for 50 years. Once before World War II and occupation there was Lutheran Church membership 90% of the population. Because of persecution it's today below 5%. Estonia regained independence 1991 and throughout these years Christians have been working actively to change this sad history but at the same time they are facing with overall secularisation around the world.

There is one Christian College called Tartu Academy of Theology that was founded just after reindpendence in 1992. They have been working since now 25 years and their alumnis are pastors and layleaders of 15% Lutheran congregations all over Estonia. Their alumnis are working also by other denominations as they are having interdenominational approach in their college because they have understood that Christians need to work together to make changes in their country.

*(Now write here how you are connected with TAT and why this mission is important for you)*

They have been working faithfully and they have never had their own facility. Now they are in a situation that their rented rooms are too small to fit all students, they do not have any ventilation and can't open the windows because they would fall apart. Also rats die frequently somewhere inside of the walls and make some rooms not usable for at least a month because of the intolerable odor. They need to find solution.

All of their daily income goes for their mission and the do not have any funds to purchase any facility. A major portion of their income is coming from charitable donations and they do not have any spare money.

Now they have started a bold campaign to collect funds for their own facility *Home of Hope*. Most attractive is that their vision is including not just rooms for a school, but their goal is to form a centrum for Christian organisations to make a real difference for Estonia. You are welcome to find more information about this great project from their website [www.tat.news/facility.html](http://www.tat.news/facility.html). There you can also read the compelling story of how they have tried to get their own home during 25 years.

*(Add to the end your own greeting and call for action)*