Tips for Team Captains:

Starting out:

- Make a donation to your own page. Other people are more likely to donate to your page when they see that someone has already contributed.
- Personalize your fundraising page. Add your own text, pictures, or video. Donors will be interested in Store to Door's cause, but they are most interested in you!
- Individually email 5-10 closest people. Start with those closest to you and move outward as the campaign continues (The Onion Method)
    - o Your closest contacts are most likely to donate first, and will help you build a good foundation!
    - o Others are more likely to donate as you get closer to your goal!

Think about your audience:
Be yourself! If something doesn't feel like 'you,' scrap it!

- o For your closest contacts:
    - ▪ You know these people best—don't let us tell you how to connect with them!
    - ▪ If one line is enough, that's great! If you think a longer message will be more effective, go that route instead.
    - ▪ Make sure you include a direct ask, and a link to your fundraising page!
- o For a more general email:
    - ▪ Explain your connection to Store to Door
    - ▪ Include a sentence or two about the vital work that Store to Door does (we've included some sample language here)
    - ▪ Be clear; include a direct ask!
    - ▪ Include a link to your fundraising page
    - ▪ Thank your contacts for their time and support!

Social Media:

- Use Tags!
    - o Tag @StoretoDoorPDX in your posts
- Make your posts public!
    - o If want your posts to get more reach, don't forget to set them to public, and we will share them out from the Store to Door page as well!
- Don't make every post an ask!

- o Share personal stories about your connection with Store to Door, or use some of the content we've provided here!

Follow up:

- Reach back out to non-responders; **remember people can easily skip over your initial outreach!**
- Use internal goals or milestones to motivate folks to get involved.
- Include progress updates and results!

Acknowledge:

- Open with thanking folks for supporting our work!
- Follow up with emails thanking those who have given.
- Share progress and updates regularly.