

Fundraising for Local Leagues

Overarching principles:

1. Fundraising should be donor focused—use the word “you” (and not League or us) a lot!!
2. Keep it simple—both in ask and scope of project
3. Use something you are already doing whenever possible
4. Follow-up with those who donate—let them know what you did and how it worked because of their gift!

Some ideas:

Crowdfunding

What is crowdfunding?

How can we do it?

-show some examples

Some platforms

-Facebook

-Indiegogo Generosity

Common Mistakes

Night at...

Letters/emails for specific projects

-use the EF link for giving directly to your League’s grants management program

What have you done either in your League or with other groups that you have enjoyed or that worked well?