

DJDS 24 Hour Campaign Peer Fundraising Tips

Hello, DJDS friends: What a gift you are providing to DJDS as a whole and the families who need your help! We appreciate you! Here are some tips for inviting people to give and support DJDS!

- **Who to Ask:**
 - Family & friends! They know you! They love you! They'll help you!
 - Anyone who has asked *you* for donations (to a cause, a walk, bike ride, etc.).
 - Anyone who loves Jewish education or the Jewish community.
 - Anyone who loves children, students, or education in general.
- **Make a Donation First (if you can):**
 - When you give first, it's easier to ask others to join you.
- **Ask One Person at a Time (No Group Messages!):**
 - Use their preferred method of communication (call, text, Facebook, e-mail, etc.).
 - When you ask groups, everyone thinks "Oh, well, someone else will do it!"
- **How to Ask - Explain the "Why":**
 - Use the provided scripts for guidance, but put your personal spin on it.
 - **Quick ways to explain the "why":**
 - Fun/Competitive Spin: "I really want my team to win! Help my team!"
 - Warm & Fuzzy Spin: "Students have done so well learning remotely, but are looking forward to coming back to school. Help make that happen by giving today - your donation will provide tuition assistance for these kids."
 - Personal Spin: "It would mean so much to me if you donated. DJDS is a special place to me and this will really help our teachers and students."
 - NEVER use the Guilt/Fear Spin! Making others feel bad doesn't inspire giving.
- **Thank Yous and Follow-ups:**
 - If your contacts give: thank them! Grovel at their virtual feet! Give virtual hugs!
 - If they haven't given: follow up! Some suggestions:
 - Include a link to the campaign. Make it easy as you can for them to give.
 - Tell them how the campaign is doing: "We're at 40%! Now would be a great time to jump in!" "We're at 90% Help us get to the finish line!"
 - Keep the reminder fun and light: "Just in case you missed it!" or "If you give, I'll buy you a coffee/flowers/beer."

