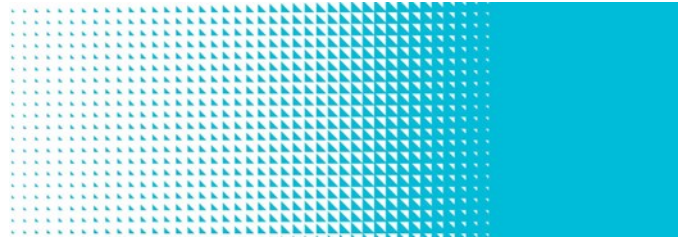



# How to Overcome Fears of Fundraising



When we hear the word fundraising, many of us think that only means to ask for money, but fundraising is so much more than that! Fundraising is a form of compassion and support for a cause you care about. The very word philanthropy means “[love for humankind](#)”. 

Below are some tips and advice to help you feel confident fundraising:

- 1 SHARING IS CARING** Tell your story to share your passion and your “why”. People are more inclined to give when they hear about your personal connection to the cause. It’s no surprise that participants who add their stories to their fundraising page raise more!
- 2 LEAD BY EXAMPLE** Self donating before you fundraise can soften the ask because you’re asking them to join you in supporting something you’re already supporting. Give to get!
- 3 CHANGE YOUR LANGUAGE** Asking someone to donate can seem intimidating, so instead try asking them to “Support”, “Participate” or “Join”. There are different ways to support the cause and this leaves it open for them to decide how they’d like to get involved.
- 4 EVERY AMOUNT COUNTS** Some might decline to give because they feel their gift amount might be insufficient. However, there is no right amount! Encourage your supporters to give what they can no matter the amount. Collectively, we make a difference.
- 5 FOCUS ON THE MISSION** Fundraising is not about taking – it’s about giving. It’s hard to feel guilty when you remember you’re helping others. The more you learn about the [mission and what you’re supporting](#), the more confident you will be as a fundraiser!
- 6 START WITH YOUR BIGGEST SUPPORTERS** First, ask those you’re closest with as they will most likely support you. Once you get your first yes, you’ll feel inspired to keep going!
- 7 GIVE THE OPPORTUNITY TO GIVE** The main reason people don’t give is because they were never asked. Instead of assuming they won’t, give them the opportunity to decide for themselves. You might be surprised by who chooses to give to your cause!
- 8 GET CREATIVE** There’s no one way to fundraise. Have fun with it by getting creative and hosting a bake sale, give back night or penny wars! The more fun you have fundraising, the less scary it will seem.
- 9 RAISE AWARENESS** Raise awareness while you raise funds by [posting a fact](#) about PD each day leading up to the walk with your fundraising page link. Give information to get a donation!
- 10 EXPRESS YOUR GRATITUDE** Saying thank you is just as important in fundraising as making the ask! Say thank you often and again when you reach your goal.