



## Inside to Out Fundraising Strategy

At Pledge It, we developed the **Inside to Outside Fundraising Strategy** after seeing the same plans and tactics used to run successful fundraising campaigns.

We recommend this fundraising strategy to anyone raising money on Pledge It because it will cultivate support and momentum internally before you begin asking for public support. Fundraising campaigns are about building sustained momentum and success. People want to be part of something that others already support. This strategy ultimately helps create a sense of authenticity to your cause that will inspire supporters to donate.

### Inside Fundraising Strategy

The Inside Strategy involves promoting your fundraising campaign to close contacts of the team. Direct and dedicated **emails** will always be the most effective way to drive donations. We recommend this strategy prior to any public announcements on social media or in the press.

You will want to ask the following people and groups to make a donation before sharing your fundraising campaign with fans and to the public.

- Coaching staff
- Players
- Booster Club volunteers
- Friends and family of players
- Athletic Director

### Outside Fundraising Strategy

Begin implementing the Outside Fundraising Strategy after you have contacted the above internal people and groups to donate. It is important to use the below methods and any other options at your disposal to spread awareness about your fundraising campaign.

- Send an email to all parents at the school
- Direct emails to school and football alumni
- Regular social media posts by the team or school. Use Facebook, Twitter, and Instagram
- Issue a press release targeting local media about your team's fundraising campaign
- Make announcements during games

*A coordinated and strategic fundraising promotional plan should be in place before you begin promoting your campaign. Proper timing of the **Inside to Outside Fundraising Strategy** is crucial to spreading awareness and reaching more supporters.*

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