

# INSIDE OUT FUNDRAISING STRATEGY

**The Inside Out Fundraising Strategy** was created by collaborating with coaches and schools who ran successful fundraising campaigns. These campaigns built sustained momentum which helped maximize their reach, and ultimately raise more funds. This strategy focuses on building internal support first, before reaching out to the community.

**The Inside Strategy** involves promoting your campaign to close contacts via direct and personal emails or text messages. **The Outside Strategy** focuses on more general ways of bringing awareness to your campaign, such as: social media posts, local media, flyers, and emails to school and football alumni.

