

Tips to raise the most money

- **Auctions & Raffles:** Auctions, games and raffles are a popular way to raise even more money at your fundraising event. The best raffles and auctions feature items that tie back to the cause or reflect your community's unique interests.
- **Mobile Donations:** At your event, supporters will feel a strong connection to the cause and are often inspired to do more. Channel their good feelings and generosity into more gifts by reminding them they can give on the spot via their phones. Simply text the word "Choices" to 88202 and a link to our mobile giving page will come up.
- **Turn Attendees Into Fundraisers:** While your attendees are inspired and feeling great about helping victims of domestic violence, challenge them to rally support from their networks. This helps you extend the reach of your event and creates powerful fundraisers.
- **Additional Gifts:** Make it easy for attendees to learn about your event online and offer them the chance to give an additional gift while you're at it. These supporters are already excited about the cause and will likely be happy to donate. Include a link to our website where donors can click on the yellow donate button to contribute to the campaign. www.lssnetworkofhope.org/choices/new-shelter/
- **Feature a Testimonial:** Stories are the most impactful way to drive action. If you have a personal connection to domestic violence, tell your story in your own words. If not, use a client story on the CHOICES website to tell a compelling and personal story of hurt and hope.
- **Make the Ask:** One of the main reasons people don't give to charity is because they were never specifically asked to donate. People expect that this type of request will happen at a fundraising event, so do your best to make the most of the special platform you have to present to the group and request their support.
- **Lead By Example:** Let attendees know how important this cause is. Make a donation to the campaign in the name of your organization.

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