



Starting Your Campaign

Few better – or more powerful – vehicles exist for soliciting donations than written communications. Emails and letters allow you to express your strong support for a cause in a format that potential fundraisers can return to again and again.

Use these tips to develop eloquent and powerful written communications:

- Open Strongly – Create an enticing introduction that “sucks in” the reader.
- Make it Personal – Explain the need, the benefits to adaptive surfers, athletes, and why the cause is important to you. Look for opportunities to match AmpSurf’s interests to those of your prospect.
- Highlight the Important Parts – Use italics and bold text to draw out key points.
- Make it Real – Use AmpSurf, athlete biographies, photographs, videos and other collateral to bring home the need for a donation.
- Ask for the Donation – Don’t expect the prospect to offer a donation, ask for one explicitly.
- Set a Deadline – Tell them when you need it.
- Include Forms – Make sure to give your donors the proper donation forms and/or online giving directions.
- Close With Power – Sum-up your arguments and repeat your request for a donation.
- Don’t Forget the P.S. – Many experts agree that a post-script can be the most important and memorable part of a fundraising letter.

Using the power of your fundraising **page**

The most efficient way to achieve fundraising success is to utilize the fundraising tools from AmpSurf.

Build/Edit Your GoFundMe page
Create/Login to your GoFundMe Account

Use the How to Create a successful GoFundMe Campaign paper to get started.

Personalize your page by choosing an AmpSurf photo or uploading your own.

Send Emails and links to Friends and Family Use your address book or enter a quick list of email addresses, and connect your FaceBook and Twitter accounts. Then compose a new message.

Offline Donations

Create a spreadsheet to track and report these donations. Always be sure the donations are made to AmpSurf, so that there is never a question as to where the donation is going. It is always best to avoid cash donations if possible. A person's check is his/her receipt.