

How Do I Fundraise With CRS?

We have created an online fundraising platform—crs.org/leadtheway/fundraise—that helps you raise money to feed the hungry, heal the sick and respond to emergencies around the world. You can make a life-changing difference in three easy steps:

- **Create a page.** Set up a personal fundraising page at: crs.org/leadtheway/fundraise. It's easy and takes only minutes!
- **Show your commitment.** Choose your fundraising goal and make the first donation to show your family and friends that you are passionate and committed to the work of CRS.
- **Spread the word.** Share your fundraiser with friends, family, coworkers and across social media! You'll be able to watch your compassion grow into generosity that saves lives around the world.

We can't all go overseas to help the most vulnerable—but you can use your skills and talents to raise money in a way that's fun and effective.

QUICK TIPS TO START YOUR FIRST FUNDRAISER

1. Start early. It's never too early to begin planning your fundraiser or event. Whether it's one week or one month, consider these questions when thinking about how you want to raise money for CRS:

- **What** kind of fundraiser do you want to have? A memorial fundraiser to honor a loved one? Donations instead of birthday gifts? Running a race to support CRS? Choose what works for you.
- **Why** are you passionate about CRS? What inspires you about our mission? What causes do you care about the most? Identifying what you care about and why, and being able to communicate it, will give other people a reason to care and get involved. Your fundraiser will help CRS where it is needed most—but sharing your “why” helps connect your passion to your fundraiser!
- **Who** can you contact for support? Start thinking about who you know and how they might be able to help you reach your goal—by making a donation, helping you plan or by sharing your campaign with their network. You can get more strategic about who—and how—to ask later, but start brainstorming early.
- **Where, when and how?** If you're hosting an event, start thinking about logistics. Do you need to reserve a venue? Will you serve food or refreshments? Will there be any costs associated with the event?





Can I really make a difference?

You have the power to help create change in the world. You can raise money with friends, family and co-workers to impact lives overseas.

When you support our work around the world, you help feed hungry families, protect vulnerable children, help farmers grow better crops and provide health care and clean water to remote communities.

2. Set a goal. How much do you want to raise for CRS? \$100, \$1,000, \$5,000? Be ambitious but realistic. You can always adjust your goals as you go.

3. Don't be afraid to ask for help.

Once you launch your fundraiser, you'll be asking people to share it on social media. You may also want to ask for help before you launch your campaign. If you're planning an event, put together a small committee of people who can help you strategize and assist with tasks. If you're planning something small, ask a friend or two for feedback on your plan. You don't have to go it alone!

4. Spread the word.

Share information about your fundraiser on social media, by email, phone calls or in-person. Get the word out!

- **Don't be shy.** Most people make annual charitable donations—so keep in mind that you're not asking people to *become* givers—you're giving them an option to give!
- **Create your potential supporter list wisely.** Who shares your passion for CRS and its mission to help the poor and vulnerable overseas? Your fellow parishioners? Your book club? Parents at your kids' schools? Your family? Be strategic about who you ask—and what you ask for. You might feel more comfortable asking closer connections to give more. If you know someone is not in a position to give financially, you can ask them to support you by sharing your campaign or event with their network.

- **Use social media.** Facebook, Twitter, and Instagram. Use social media to launch your campaign and share updates with your friends. Social media is a great way to reach people in your network.

5. Inspire your supporters.

The key to creating excitement about your campaign or event is giving people a reason to become involved. In your messaging, share stories about the people CRS serves and the impact your financial support can have on their lives. Statistics and numbers are important, but stories and photos make it personal. Include why you're passionate about CRS on your personal fundraising page and in your messaging. By sharing your passion and our stories, your event will build its own momentum.

6. Recognize and thank your supporters.

It's important to acknowledge the generous donors who contribute to your campaign. Send a personal thank you email or handwritten note after each contribution—within two or three days, if possible. You can also recognize your supporters using social media or email updates. Post an update to Twitter each time you get a donation or send a weekly email naming everyone who has contributed to your campaign. Showing your gratitude will increase the likelihood of people supporting you in the future.

**Join us at crs.org/leadtheway
and by texting LEAD NOW to 306-44**