

Motivating Fundraising *through* Rewards

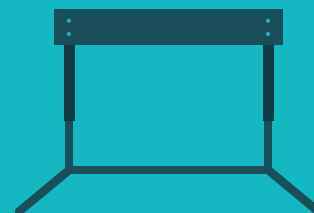
1

Evaluate how you recognize your top fundraisers. How special do you make them feel? How do you acknowledge them before, during and after your event?



2

Set reward levels that are a stretch from your fundraising minimum. They should set a high bar, but still be attainable.



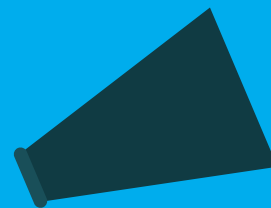
3

Choose prizes with perceived value close to the levels you're recognizing. Survey some of your participants to see if the prizes are appealing to them.



4

Publicize the fundraising rewards program with enough time for participants to fundraise. Feature the rewards on your website and include a link to fundraising advice and resources.



5

Set up a series of emails that encourages people to reach for the next level. Email them when they're close, then when they've hit each level to tell them what they've earned, what they can earn if they keep going, and how to receive their reward. If you have the resources to follow-up with phone calls, do that as well!



6

Make it easy to claim the reward. Distributing rewards on event is best so no shipping costs are involved. An added bonus is that other participants can see the rewards and get excited about trying to earn them the following year.



7

Acknowledge and congratulate your participants when you distribute the fundraising rewards. These are your rock stars, so make them feel personally recognized and celebrated. If possible, have your staff who have worked closest with these participants hand out the rewards. It'll make it more meaningful when someone who is aware of their hard work can congratulate them on it.

