



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 challenged athletes, and why the cause is important to you. Look for opportunities to match CAF’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 CAF postcards, 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 webpage

The most efficient way to achieve fundraising success is to utilize Kintera – the online fundraising and email tool.

Login to your fundraising headquarters.

Enter your login name and password.

Click on "**My HQ**" to:

Build/Edit Your Webpage

Personalize your page by choosing a CAF photo or uploading your own.

Send Emails to Friends and Family

Use the address book or enter a quick list of email addresses. Then, customize one of the existing email templates or compose a new message.

Enter Offline Donations

Edit Your Profile

Change your contact info, fundraising goal and update your clothing sizes.

Edit Your Login/Password

Click on "**Tools**" to:

Print the online donation form.