

10 Tips for Fantastic Fundraising

Thank you for lacing up with the Celiac Disease Foundation. We rely on the dedication of our community to help us reach our ultimate finish line – a cure for celiac disease. As a participant, you are making a difference: 100% of the proceeds you raise go directly to the Foundation's research programs to speed up a cure. Below are tips to help you reach your personal and team fundraising goals.



Set and Share Your Fundraising Goal

Let friends and family know your goal so they can help you reach it! Share your fundraising page on social media, through an email blast, group text message, or on a phone call. Use the social media resources and email templates on our resources page to get started!



Kick It Off With The First Contribution

Kickstart your fundraising efforts and show supporters that you are personally committed. Fundraisers who make a self-donation are reportedly 3x more likely to meet their fundraising goal.

Be sure to think outside of your direct connections. There are many people whose lives have been impacted by celiac disease and may be interested in supporting you and the cause.



Personalize Your Message

Your supporters want to hear why you care about finding a cure for celiac disease and how they can help. We have templates for your fundraising pages, emails and social media posts, but your words, photos, and inspiration will make your story shine.



Identify Your Networks of Support

Brainstorm people and groups you know. Your network is bigger than you realize. Take time to map out your connections and consider who to reach out to and how, whether through email, social media, or snail mail. Start by thinking about:

- Friends and family
- Current/former colleagues and classmates
- Your professional, volunteer, or spiritual networks
- Your social, hobby, or recreational groups



For questions, please contact turkeytrot@celiac.org.

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Start With A Small Fundraising Initiative

For example, organize a trivia or game night, happy hour, or bake sale. There are endless options to raise money and awareness so be creative!



Keep Your Donors Engaged

Update your supporters on your efforts via email, social media, and regular communication – and ask them to help spread the word. Let them know how your fundraising and training is going and when you hit milestones!



Follow Up On Donation Asks

You may need to reach out to your donors multiple times before they donate. Often emails or message get missed or people intend to donate but then forget to follow through. It's okay to remind them! Some donors will need to be asked 2-3 times before committing, and most donations are made within two weeks of the event.



Emphasize The Impact of Donor Support

Learn more about what the Celiac Disease Foundation is doing to accelerate research and let your supporters know how they are contributing to that progress. Help educate your donors on how their dollars and your efforts are making a tangible difference for people with celiac disease and their loved ones. Start with the Celiac Disease Foundation [annual report](#) and follow the Foundation on social media for the latest updates.



Utilize Matching Gift Opportunities

Encourage your supporters to explore their employers' matching gift programs. Many corporations will match their employees' donations to an accredited charitable organization. It's an easy way to double or even triple the impact of a personal contribution. Direct them to our [online](#) resources for matching gift programs.



Say Thank You

Take the time to express your gratitude in a meaningful way. Make your supporters feel like they are a part of your efforts. For example, send a personal thank you note or email to everyone who donates. Make sure to send a final update with your fundraising totals to share your gratitude.



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