

FUNDRAISING TIPS

National Speech and Debate Education Day is a great time to fundraise for your team. From hosting an event to signing up with our official fundraising partner, Edco, there is no better time to ask for support than National Speech and Debate Education Day!

THE FIRST THING YOU SHOULD DO...

Create a FREE fundraising page with our friends at Edco by visiting <https://hello.ed.co/NSDA>. It takes five minutes to create a page about your team. It's a great place to update donors and the public about your accomplishments. There are built-in, easy-to-use systems to promote your team to potential donors through email, social media, and more! Additionally, the National Speech & Debate Association will ask all national donors to donate to teams on National Speech and Debate Education Day. If your team is signed up on Edco, you will be included on the list we provide to our national donors!



TOP TEN TIPS TO START FUNDRAISING USING EDCO:

- 1 Collect at least ten (*more is better*) names/emails from every team member. Email those contacts and ask for donations, social media shares, contact information for other potential donors, and to take advantage of matching programs their employers may have. Having this list of contacts before you launch your fundraiser is very important. You can get easy to adapt templates by downloading our fundraising guide at www.speechanddebate.org/edco-fundraising-guide. (*see image above*)
- 2 In your team description, explain why speech and debate is important and has impacted the lives of your team members.
- 3 In your fundraising description, be specific about how you're going to use the money and how it will impact the team. Donors want to know how their money will be spent!
- 4 Connect your Edco page with an Instagram account to quickly and easily update and thank donors. Anything you post to the linked Instagram account shows up in your Edco fundraising page feed.
- 5 Set your giving levels toward the higher end. If people see that you're expecting larger donations, they are more likely to give a larger donation.
- 6 Label your giving levels with a brief explanation of the tangible impact a donation at that level will have. For example: \$100 giving level: "Covers the cost of travel for one student."
- 7 Reach out to local businesses for donations and give them public recognition for donating. Businesses generally give larger donations than individuals, but will also want something in return (such as public recognition of some kind). If you can drive more business to their store because of the recognition you give them, they will be much more likely to donate. Encourage your students to do the asking! Work with students on the key reasons a business should support your team. Download our fundraising guide at www.speechanddebate.org/edco-fundraising-guide for additional templates to get started. (*see image above*)
- 8 Take advantage of promotions to get more funding from Edco. Right now, money is available to NSDA teams for hitting fundraising milestones. You can see all the details of these promotions by visiting <http://nsda.ed.co>.
- 9 Plan to start fundraising in February. The best length of time for a fundraiser is two to four weeks—short enough to create urgency, but long enough for you to reach out more than once to everyone in a large network.
- 10 Use incremental goals. Break up a large goal into smaller more manageable pieces. Potential supporters may be reluctant to help when they see what they think is an extremely ambitious goal, like raising \$50,000, because they feel as if their support is just a drop in the bucket. Setting incremental goals takes that reluctance away and makes supporters feel like they have a tangible impact on the fundraiser, which means they are more likely to donate.

For more great ideas on how to fundraise for your team, check out the complete guide to fundraising at www.speechanddebate.org/edco-fundraising-guide.