



Fundraising Tips:

- Go to <https://donate.reformjudaism.org/campjenny> and click “Become a Fundraiser” to get started
- Edit the “My Story” feature of your fundraising page to make it personalized and special for you. Don’t be afraid to change the wording from the template
- Before posting your fundraising page, donate to your own page so people believe you already have some momentum going!
- Share your fundraising page everywhere so that you can reach as many people as possible (Facebook groups, Instagram, Twitter, all social media!)
- Ask your parents, family, and friends to share your page as well– the more people that see your page the better
- When you post your page on the different platforms, make it a personal ask different for each audience. Don’t just simply ask for money, but rather make it personal so people *want* to help you reach your goal
- Make follow up posts like “I appreciate everyone’s generous donations so much! I am only \$____ away from [insert next significant goal] (for example: sending one camper!)” because if someone forgot to donate the first time, it will remind them
- Make sure to thank your donors!!! You can thank your donors on social media and draw more attention to your page and/or you can write them a handwritten thank you note. If you write a handwritten thank you note to each donor, it will be very meaningful to them and will lead them to donate again the following year!