

FUNDRAISING RESOURCE GUIDE · 1

Fundraising Basics: Part 1

A practical starting point for schools, nonprofits, teams, and community groups.

Many people become fundraisers because someone needs to step forward. If that is you, start with a clear purpose, a manageable plan, and people who care about the same cause. You do not need to have every answer before you begin.



A welcome from Good Health Apparel Company

At Good Health Apparel Company (GHAC), we believe fundraising can bring people together around something that matters. This free Resource Guide is here to help you build a useful foundation, whether you are organizing your first campaign or supporting a single community event.

Use the ideas that fit your group, your capacity, and your goals. Start small, learn as you go, and make it easy for supporters to understand how they can help.

Start with a clear purpose

What fundraising means

Fundraising brings in money or other resources to support a defined purpose. Your group might ask individuals or businesses for gifts, organize an event, sell products, or seek funding from a foundation or public program. Different approaches require different levels of time, planning, and administration.

Before choosing an approach, be able to explain what the money will support and who will benefit. A specific purpose gives your team direction and helps supporters decide whether to take part.

Build your foundation

- Define the purpose. Name the need you are addressing and the people or work your fundraiser will support.
- Set a realistic goal. Include expected costs so you can distinguish money collected from money available for your cause.
- Know your supporters. Think about who already cares about your work and how they prefer to hear from you.
- Tell a clear story. Explain the need, the planned response, and how someone can help. Use real details and obtain permission before sharing anyone's personal story or photograph.
- Assign responsibilities. Decide who will manage outreach, money, questions, records, and follow-up.
- Plan the thank-you. Supporters should know their contribution was received and hear what happened next.

Where GHAC can fit

For groups considering an apparel fundraiser, GHAC offers a way to connect a shared cause with something supporters can wear. Review the fundraising information at health-matters.us/fundraising and discuss the arrangement before making commitments to your supporters.

A product fundraiser is one option within a larger plan. Choose it when the products, audience, timing, and expected funds make sense for your group.

Choose your approach

Choose a method your team can manage

You do not need to use every fundraising method. Choose one main approach that matches your audience, volunteer time, and budget. Add supporting activities only when your team can carry them out well.

- **Direct appeals:** A personal conversation, letter, or email can explain a specific need and invite a contribution. Keep the request clear and make the next step easy.
- **Online fundraising:** A giving page, email campaign, or crowdfunding campaign can give supporters a convenient way to participate and share your message. Check platform fees and how funds reach your group.
- **Community events:** A walk, gathering, or other event can bring people together. Account for venue costs, supplies, accessibility, staffing, and any applicable requirements before committing.
- **Product fundraisers:** Apparel or other products can let supporters participate through a purchase. Understand product costs, your group's share, ordering, delivery, and returns before promoting the offer.
- **Business support:** Local businesses may be able to contribute funds, supplies, services, or sponsorship. Explain the need and agree on any recognition in advance.

Your next planning steps

The companion guides below help with two practical parts of that plan: reviewing the online giving experience and writing clear email subject lines.

- Confirm the goal and budget before you launch.
- Build a contact list responsibly and respect people's communication preferences.
- Decide where your appeal will appear and how often you will send updates.
- Check the giving or ordering experience yourself before sharing it.
- Record what comes in, thank people promptly, and report back on your progress.

Turn ideas into action

Put your first plan on one page

Complete these prompts with your team. A brief plan that everyone understands is more useful than a complicated plan no one uses.

- Our purpose: What specific need will this fundraiser support?
- Our goal: How much do we want to have available after costs, and by when?
- Our supporters: Who is most likely to care, and why?
- Our method: What is the main way people will contribute or participate?
- Our message: In two sentences, what are we asking people to help make possible?
- Our people: Who owns outreach, finances, supporter questions, and follow-up?
- Our next step: What can we finish this week?

Keep the ask clear

A simple invitation answers four questions: What is needed? Why does it matter? How can I help? What happens next? Avoid promising results you cannot guarantee.

Our [group] is raising [amount] by [date] to support [specific purpose]. If you would like to help, [give, order, attend, or share] at [link]. We will share an update after [milestone or date].

Keep building your toolkit

Explore the other free guides in this series.

Online Giving Experience: A Practical Checklist

Review the path from the first invitation to the thank-you.

health-matters.us/resources#online-giving-experience

Fundraising Email Subject Lines

Adaptable examples for clear, considerate fundraising communication.

health-matters.us/resources#fundraising-email-subject-lines

Find the complete series at health-matters.us/resources.