

WAYS TO QUALIFY



1. Start early

The sooner you start fundraising, the more money you will raise to fight homelessness and the sooner you will reach your goal.

2. Self-fund

Kickstart your journey by donating to your own campaign – it's the fastest way to qualify and shows others you're committed!

3. Create an email schedule

To make sure you are reaching out to your potential donors consistently, create an email schedule with specific dates and diverse content. This ensures that your potential donors are not receiving the same ask over and over again.

4. Get help from your support system

Ask friends to share your personal fundraising page on their social media platforms. Have them reach out to the people in their lives who may have a connection to the mission and would consider donating.

5. Make a video

Most viewers will watch a video before they read. It is easier to communicate the mission of The Salvation Army when you are speaking about it – the video makes it more personal.