

Fundraising Checklist:

- Complete your profile and campaign page
- Set a reasonable goal amount
- Make sure to link a payment processor to accept donations
- Get momentum early in your campaign – ask your family and friends to share your page in their own networks
- If you came to your page, would you donate?
- Create a video or high quality photo
- Write a compelling story that shows what this trip means to you
- Are there any other parts of your campaign that look incomplete?
- Can your friends and family fund 30% of your campaign?
- Within the first two weeks, can you hit 10% of your goal?
- How will you drive interest to your campaign at the very start?
- Map out a plan for sharing your campaign and writing updates - stick to it!
- Write a motivation statement or an ideal scene to come back to if you hit any roadblocks
- Incentivize your donors with perks, gifts, or access to a special blog
- Think of how you'll use this page in the future (portfolio, resume, etc.)