

## One Top Fundraiser's Successful Strategy

Heather Ophir was on the fundraising leaderboard for the five straight years! How did she do it? Well, we asked, and here's what she said.

"First, I composed a letter and sent it to the 539 people in my address book. Basically, I sent it to every person I've ever had electronic communication with for the past 15 years. I also sent out my plea on facebook."

"I've gotten donations from all over the United States, from people who barely know me, from old colleagues and mentors, from the parents of 15 years of English lit students, and from relatives so distant that they haven't seen me since I was two. It's amazing how generous people can be when your request is sincere."

Heather's approach is simple. Don't ask for a lot of money, any donation will do. She stated a goal of having "the longest list of supporters" rather than raising the most funds. The strategy has clearly worked. Here's an excerpt from her letter:

*Here's my goal for this year, and I cannot do it without you. I don't want to ride the fastest. I don't want to be the first to finish, or be in the papers for the weirdest costume. I don't even want to raise the most money. **I want to be the rider with the longest list of supporters.***

*If you want to donate \$10, great. If you can only donate \$1, that is also awesome. If every person I send this message to donates between 1-10 dollars, it will make a tremendous difference. But almost more important than the money is the evidence that everyone cares about their education. Everyone cares, and everyone is willing to help.*

*What's one dollar, really? It only takes a minute. And if you don't want to put your personal information into the computer, you can send your dollar to me, and I will enter it anonymously for you. One minute. One dollar. A small price to pay for our future. Go to [www.tourofnovato.org](http://www.tourofnovato.org)*

There you have it - one rider's strategy for fundraising success. Feel free to use it to your own advantage.

Thank you, Heather, for sharing your strategy. Your success and enthusiasm are truly motivating!