



WHY SOLICIT OTHERS TO JOIN YOUR FUNDRAISING GROUP?

Greater Impact: More people mean more ideas, energy, and resources to drive your fundraising efforts to new heights.

Shared Workload: More hands-on deck help distribute tasks, ensuring that no one feels overwhelmed, and that projects stay on track.

Diverse Skills & Expertise: Different people bring unique strengths, whether it's networking, event planning, or digital outreach—that can elevate your group's success.

Diverse Perspectives: Having people from diverse backgrounds can bring fresh ideas, perspectives, and innovative approaches to your fundraising strategies.

Broader Network Reach: Each new member expands the group's circle of influence, allowing you to tap into their connections, which may include potential donors or sponsors.

Fostering a Stronger Community: Building a group helps form a network of people passionate about the cause, leading to a deeper sense of commitment and community spirit.

Larger Reach for Events: More participants mean more potential event attendees, both in terms of personal invitations and social media amplification.

Increased Accountability & Motivation: With a team, there's shared responsibility. A motivated group keeps the fundraising momentum strong and consistent.

How to Recruit & Build Your Fundraising Group:

Tap into Existing Networks: Who might you know that has a heart for service or would join your efforts to raise money and awareness for UWLC?

- **Start with Colleagues:** Approach coworkers who share your passion for the cause or have skills that complement our fundraising needs (networking, event planning, etc.).
- **Family & Friends:** Encourage your closest circle to get involved, highlighting the personal connection to the cause and making it easy for them to say yes.

Craft your message: Make it easy for them to say yes!

- Share success stories of how UWLC fundraising efforts have made a tangible difference. People are more likely to join if they understand the direct impact of their involvement.
- Use information and messaging the UWLC team has provided.

Leverage Word of Mouth: If you're part of a small group, ask existing members to personally recommend or invite others who could be interested.

Community Groups & Clubs: Reach out to local organizations, faith groups, or volunteer networks who might have individuals interested in supporting or joining.

Social Media Outreach: Use your social platforms to call for help or announce your group, encouraging others to join or share within their networks.

Follow UWLC social media platforms and click **SHARE** to spread the word. You'll find us online at:

- **Facebook:** UnitedWayLowcountry
- **Instagram:** uwlowcountry
- **Linkedin:** United Way of the Lowcountry

Host an Informational Event: Invite potential recruits to an open meeting such as a Grounds for Discussion or casual virtual info session to learn about UWLC's mission and work in the community.