FUNDRAISING TIPS FOR HOPE AND HEALING

Asking for donations can be a daunting task when you're first getting started, but it doesn't have to be. Here's our guide to help you reach (and surpass!) your goal.

1. MAKE A PERSONAL GIFT

Kick start your fundraising and lead by example! It's always a good idea to get your fundraising off to a good start by making the first contribution. Others will be more likely to give if they see that you have too.

2. ADD YOUR WHY

Whether it's text, social media, or face to face, the most important thing you can add to this message is **why you are fundraising**. Let your family and friends know why this matters to you. It can be as simple as, "This is important to me."

3. START WITH YOUR CLOSE CONTACTS

Start by asking your close contacts — they are the most likely to donate. Try sending some personal messages to your family, close friends, or even co-workers to build some initial momentum. Don't forget neighbors or local businesses that you visit!

4. NOW GET SOCIAL

Post a link to your personalized fundraising page on Facebook, Twitter, or Instagram and let people know that no donation is too small. One of the best strategies is tagging and thanking people that have already donated while you are asking for new donations.

5. REENGAGE WITH EMAIL

Don't be afraid to follow up and send a few reminder emails. Emails are easy to overlook and people often open them quickly and then forget to go back to them. Use email to keep people up-to-date with your progress as you hit certain milestones.

6. CONTINUE THANKING AND UPDATING

Thank you notes are **SO** important! Keep thanking your supporters on social media and make sure you share your progress.