

Fundraising Tips

Simple ways to tell your story, engage supporters, and reach your goal.

Start Strong

- **Personalize your fundraising page.** Add photos, a short video, and a meaningful story that explains why you chose your fund and the impact each gift can make.
- **Lead by example.** Make the first gift yourself to demonstrate your commitment and encourage others to participate.
- **Ask directly.** Use your Fundraising Dashboard to email friends, family, and colleagues with a clear request to donate or join your team.

Spread the Word

- **Share often on social media.** Include a direct link to your page, post progress updates, and create fun milestone challenges to keep followers engaged.
- **Make giving relatable.** Invite supporters to skip a small everyday purchase—such as a cup of coffee—and donate that amount instead.
- **Celebrate through giving.** For birthdays and holidays, ask for donations in place of gifts.
- **Create a race-day playlist fundraiser.** Add a supporter's song choice to your playlist in exchange for a donation.

Turn Activities into Donations

- **Host an event.** Plan a dinner, cocktail hour, garage sale, bake sale, or car wash and direct the proceeds to your fundraiser.
- **Offer helpful services.** Walk dogs, babysit, run errands, mow lawns, rake leaves, clean gutters, or wash windows for donations.
- **Engage your workplace.** Organize a casual dress day or another simple employee fundraiser.

Partner with Your Community

- **Work with a local business.** Ask a restaurant, coffee shop, store, bowling alley, or salon to host a fundraising event, provide sponsorship, or donate a portion of sales.
- **Arrange a dine-out night.** Invite your network to a participating restaurant that will contribute part of the evening's proceeds.

- **Double your impact.** Ask your employer whether it offers a matching-gift program and encourage eligible donors to submit their match requests.

Quick reminder: Every request should connect your personal reason for fundraising with the difference a donor's gift will make.