

Fundraising Tips

Tip	Examples
Post on Facebook	<ul style="list-style-type: none"> • Post a photo and link to your homepage once a week until the week before your event, then... • Post daily the week of your event • Photos combined with links work best on Facebook
Post on Twitter	<ul style="list-style-type: none"> • Links work best on twitter • Example: "I'm running a 10K to prevent cancer. Please support cancer treatment. http://yourfundraisingpage.com/"
Email Signature	<ul style="list-style-type: none"> • Post a one sentence ask with your donation page link in your email signature (home and work, if possible) • Example: "I'm running in the Memorial Run to cure Alzheimer's. Please support me: http://linktomyfundraisingpage.com/ "
How to ask Friends	<ul style="list-style-type: none"> • Donate yourself. It all begins with you! • Ask 4 family members to donate \$50 each • Ask 14 friends (and other family members) to donate \$25 each • Ask 10 co-workers to donate \$25 each • Ask your boss for a company contribution of \$50 • Ask 6 neighbors for \$15 each • Ask frequently – on average you'll need to send 5 emails for every one donation
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