



The Gillian Reny
STEPPING STRONG
Center for Trauma Innovation

Remember, every gift counts! It is okay to follow up with those who haven't supported you—no reply does not necessarily mean no. Here are a few ideas to help you get started.

- Take the time to draft and personalize a thoughtful fundraising letter. Use the Sample Fundraising Letter as a jumping-off point.
- Create a list of people in your network to solicit (family, friends, colleagues, groups).
- Know the demographic you are soliciting and determine if email, snail mail, or both will be most effective when sending your letter; if mailing a letter, include a self-addressed, stamped return envelope.
- Attach a photo that ties to the cause.
- Include your personal GoFundMe Charity fundraising link in your email signature.

Social Media

- Social media (Facebook, Twitter, etc.) is a great way to spread the word and ask friends to spread the word for you.
- Keep your network informed about your training and fundraising progress; include status updates and don't forget to include photos!
- Acknowledge gifts publically with a tweet or an updated Facebook status—for example, "Thank you, Ali Luthman, for your donation! I'm so excited to be running the B.A.A. 5K in support of the Stepping Strong Center!"

Host an Event

- Secure a location early on, and ask the venue to support you by providing food and beverage at no cost, waiving your room rental fee, or donating gift certificates for opportunity drawing prizes.
- Partner with a teammate and split the proceeds.
- Create a theme.
- Have a friend stand at the door to collect an entry fee or sell opportunity drawing tickets (suggested donation of \$25 per guest)—but don't be afraid to continue to ask for donations throughout the evening and from those who are unable to attend.

Other Ideas

- Ask your employer to sponsor you.
- Explore options for matching gifts.
- Ask for donations in lieu of birthday and holiday gifts.
- Dress down at work or school and have each employee or student pay \$5 in your honor to wear jeans for a day.