



The Gillian Reny **STEPPING STRONG** Center for Trauma Innovation

Here are a few ideas to help you get started and reach your fundraising goal. Remember, every gift counts and it is okay to follow up several times with those who haven't supported you—no reply does not mean no! If you need additional support, please reach out to BWHteam@partners.org.

Getting 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 of individuals that you are soliciting donations from and determine if email, stamped letter, or both will be most effective when sending your personalized fundraising 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.

Virtual Fundraising

- Host a virtual event on Zoom, Microsoft Teams, Skype, Facetime, etc. (examples: bingo night, game/trivia night, karaoke night)
- Livestream a training run to encourage others to donate to your GoFundMe Charity page
- Create a calendar of challenges or entertaining tasks to compete for donations. Check out our example linked in the runner portal.

Social Media

- Social media (Facebook, Twitter, Instagram, etc.) is a great way to spread the word about running and fundraising for the B.A.A. 5K.
- Include status updates and photos and ask friends to spread the word for you.
- Use the hashtags #steppingstrong and #runBoston
- Acknowledge gifts publicly 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!”
- Tag the Brigham’ official pages so we can like and share your updates:
 - Facebook
 - [Brigham and Women’s Hospital](#)
 - [Stepping Strong Center](#)
 - [Brigham Events](#)
 - Instagram
 - [Brigham and Women’s Hospital](#)
 - [Stepping Strong Center](#)
 - Twitter
 - [Stepping Strong Center](#)
- Other pages to tag to increase your reach:
 - [Boston Athletic Association](#)



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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.
- 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.
- Customize the sample fundraising letter to promote your fundraising event.
- Event Ideas:
 - Host a fitness class (spin, yoga, etc.)
 - Organize a Cornhole Tournament

Other Ideas

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