



8TH ANNUAL 10K RUN, 5K RUN/WALK & KIDS FUN RUN

SUN., JAN. 21, 2018 • Registration @ 6:30am • Race Begins @ 8:00am • CBS STUDIO CENTER BACKLOT

for weSPARK Cancer Support Center

SUPPORT + PREVENTION + ACCEPTANCE + RECOVERY + KNOWLEDGE

7 TIPS FOR YOUR FUNDRAISING PAGE

- 1. PERSONALIZE YOUR PAGE** Add a heartfelt description and lots of photos. Explain to your donors what you are raising money for and why it is so important to you. If your friends and family see that you are passionate about your fundraising efforts, they are more likely to give and give generously. Please click [here to use our template letter](#).
- 2. PROMOTE PROMOTE PROMOTE!** The more you promote your fundraising page the better it will do. Here are the best ways to promote:
 - Email *everyone* you know! Even if you haven't spoken to them in years, you'll be surprised at how many people will decide to donate when you ask.
 - Share your fundraising page on your Twitter, Instagram, Facebook accounts
 - Add the URL from your fundraising page to your email signature, gchat, etc.
- 3. UPDATES** Be persistent. Send email or Facebook updates to your friends and family. While some people will donate the first time you ask them, the reality is that it will take at least 2-3 friendly reminders before the majority of your friends and family open up their wallets for you. Fundraisers who keep their donor base engaged with frequent updates tend to be the most successful.
- 4. FUNDRAISE STRATEGICALLY** First send out an email to your absolute closest friends and family. This is one of the most important tips for success! The reason you want to do this is because your inner circle of friends and family will be the most generous and will help you build momentum for your fundraiser by setting the tone for subsequent donors. For instance, if your first five donors each give you \$100, future donors will view this as the appropriate donation size and will be more likely to give this or a similar amount as well.
- 5. START WITH A MODEST GOAL** Your friends and family will be more inclined to give if they think their contribution will help you reach your goal. By setting a modest goal for yourself and quickly reaching fundraising milestones like 10% and 25% of your goal you can build a lot of momentum and get your donors excited about your efforts.
- 6. THANK YOUR DONORS** Thanking each donor individually is an especially good idea if you plan to fundraise again in the future and hope to ask the same people.
- 7. HAVE FUN!** Last but not least, always remember to have fun. If you're having fun with it, your positive energy becomes contagious and will make friends and family want to donate.



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