



SUNDAY, JANUARY 27, 2019 • Lake Balboa Park

• Registration @ 7:30am • Race begins @ 9:00am

5k/10k & Kids Fun Run benefitting weSPARK Cancer Support Center

SUPPORT + PREVENTION + ACCEPTANCE + RECOVERY + KNOWLEDGE

## 8 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. 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.
- 3. MAKE THE FIRST DONATION** After your campaign is all set up, make the first donation. Make sure it's an amount that you think your supporters will respond to. It sets the tone for your campaign and people like seeing that you're supporting your cause as well.
- 4. FUNDRAISE STRATEGICALLY** Email your absolute closest friends and family *first*. Those that are closest to you will be most generous and will help you build momentum for other donors. For instance, if your first five donors give \$100 each, subsequent donors will view this as an appropriate donation size and will be more likely to donate at that level or higher.
- 5. 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, Instagram profile, etc.
- 6. BE PERSISTENT** Reach out more than once. Email, send campaign updates, and use social networks to ask friends and family to give again and again. While some people will donate the first time you ask, in reality most people need at least 2-3 friendly reminders. Keep them posted on your goals, where their money is going, how it's helping and what it means to you personally. Be relentless. It's for a good cause.
- 7. 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.
- 8. 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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