

# HOW TO FUNDRAISE

1. **Ask early. Ask more than once.** Not every communication has to focus on asking for money. But every communication can include the option to give. Did you hit a milestone? That's inspiring. Let supporters know.
2. **Ask everyone.** Think about your inner circle and reach out to your closest loved ones and friends first. Then, think about others who are frequent flyers in your life (colleagues, friends you exercise with, people from your place of worship).
3. **Send emails.** There are email templates already created for you. Just click on the Email tab when you're logged into your fundraising page.
4. **Get social.** Facebook, Twitter, Instagram. Share the link to your fundraising page on social media and ask your friends and family to support you.
5. **Thank your donors.** A handwritten note goes a long way. You can also thank your donors via social media or email. It matters, and it might even inspire your donor to give again or ask others to support your efforts.
6. **Ask about matching gifts.** Many employers and companies will match their employees' donations. Let your supporters know about this opportunity to double their impact!
7. **Make it easy.** Always include a link to your fundraising page. Add it to your personal email signature or your profile on social media.