

## HELPFUL FUNDRAISING TIPS



### 1. Share your passion for Hopelink's mission

Why is Hopelink important to you? Why did you choose to fundraise for Hopelink? By sharing your passion for giving back, your audience will make a connection to your story and want to be a part of it.



### 2. Get creative!

This is an opportunity for you to be as creative and imaginative as you would like. You can host a birthday fundraiser, conquer a fitness challenge for donations; the options are endless! If you're looking for some inspiration, [visit our website](#) for ideas to get your fundraiser started.



### 3. Kickstart your campaign

People will follow your lead, and by making the first contribution you are encouraging others to become involved.



### 4. Start close to home

Your most loyal supporters will likely be your closest friends and family. You will feel most comfortable sharing with them, and they are the most likely to donate. Start your campaign by sending messages to your community and encourage them to spread the word to gain more support for your cause. Once you have raised contributions from those close to you, you can reach out to others using email and social media.



### 5. Spread the word!

Use social media, email, a newsletter or word of mouth to spread the buzz about your drive. When using social media, be sure to tag Hopelink and use the hashtag [#fundraise4Hopelink](#) so that we can show our gratitude to you, as well as your friends and family.



### 6. Follow-up!

Be sure to follow up with people you've shared your fundraiser with. Ask people to help you reach your next milestone or final goal. Send emails including highlights, milestones and additional reasoning for why your fundraiser matters.



### 7. Keep it simple

Simply attach your fundraising link to your social media post, email or whichever means of communication you choose. Simplicity will ultimately lead to a more successful fundraiser!