

WALK TO REMEMBER

FUNDRAISING TIPS FOR PARTICIPANTS



REACH OUT TO FAMILY AND FRIENDS

Very likely, the people close to you will be eager to help if they know the cause is important to you. Send a personal email, text message, social message, etc. to your friends and family. Mention your participation and personal goals at your next family gathering or in the break room at lunchtime. If they seem interested, follow-up with an email that includes the direct link to your fundraising page.

Bonus tip: if you use email often, include a link to your page in your email signature to effortlessly spread the word



SHARE ON SOCIAL MEDIA

Sharing posts on social media is a fantastic way to bring awareness to your fundraiser. Social media can be used to share updates, photos, and both the short and long term outcomes of your fundraiser. Connect with your network by sharing your inspiring, personal stories that are related to the cause and upload lots of photos and videos before, during and after the event!



HOLD MINI CHALLENGES FOR MILESTONES

Offer fun challenges that you will complete at certain milestones, such as posting a funny throwback photo of yourself at \$500 donated, or dying your hair a fun colour at \$1,500 donated!



AS FOR DONATIONS IN LIEU OF A GIFT

If you have a birthday or big event coming up and you're willing to forego gifts for a good cause, let your loved ones know it



SHARE THE IMPACT OF A DONATION

Every \$8,230 raised will run a support group. Every \$207 can train a new volunteer. Share this in all of your communications because people tend to give more when they know exactly how their donation will make a difference.



CREATE A VIDEO

Create a short video to share on social media that tells people about the cause you're supporting and why it's important to you. Videos often result in higher online engagement



REACH OUT TO THE PEOPLE IN YOUR EXTENDED NETWORK

Try reaching your extended network through friends, family, or coworkers. Having someone share your fundraiser with their network expands your reach to people who you may not otherwise find.



DO ONE FINAL PUSH

A final call for donations on the day before and the final day of the fundraising event can really help move the needle. Once your friends and family see how close you are to reaching your fundraising goal, they'll want to help you get past that finish line even if it means making a second donation.

Send a thank you note or message to each person that donated and participated to show your gratitude!