

WALK TO REMEMBER

FUNDRAISING TIPS FOR TEAM CAPTAINS

FIRST, GET YOUR FUNDRAISING PAGE IN TIP-TOP SHAPE



Set a SMART Fundraising Goal, If You Haven't Yet

Make it specific, measurable, attainable, realistic and timely. Your goal should be high enough to encourage donations and motivate your team, but low enough so it's not unattainable. Establishing a goal will allow people to track your progress, and allow donors to see how much their donation helped you toward reaching your goal. If you're about to reach your goal far ahead of the deadline, you can try increasing it to inspire more people to donate

A Strong Page Name Goes a Long Way

Grab attention from the second someone lands on your fundraising page. Try choosing a page name for your fundraiser that includes call to action words, such as "Please Help", "Join Us" or "We Can Help". Convey the need the campaign will support, such as "Please Help Us Raise Essential Grief Support Funds"

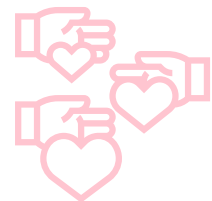


Use Photos and Videos

Photos and videos are great for connecting with people. Sharing photos and videos related to your fundraiser gives people a way of visually connecting with the cause and will help increase the amount of donations you receive.

Share Your Fundraising Story

Sharing your personal connection to the fundraiser helps others connect with the cause, and provides motivation for them to donate. To craft a hard-hitting page description, ask yourself why you're participating, why this cause is important to you, and what the impact of the cause is on the environment, community, etc.



Make the First 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.

NEXT, KEEP THE TEAM MOMENTUM GOING!

- Be available to answer any questions your team has
- Keep your team motivated with encouraging messages
- Get all your team members to do a final call for donations the day before and the day-of the event
- Send a thank you note or message to each person that donated and participated to show your gratitude!