



Fundraising Tips

- 1. Hit the ground running!** The earlier you start, the easier your fundraising will be. Begin spreading the word as soon as you plan your FUNdraiser to make sure you have time to reach your goal!
- 2. Create a team.** FUNdraising can be even more fun with others. Create a committee of friends, classmates or family members who will work together to help reach your goal!
- 3. Build your fan base.** Remember, you aren't asking for yourself, you're asking for support for patients and families at Blank Children's! Send an email or letter (see available template) to family and friends with a link to your personal giving page, and then branch out to ask neighbors, coworkers, clubs/organizations, etc. And then ask these supporters to share your page, too! You never know until you ask!
- 4. Include your personal story and motivation for FUNdraising.** There is inspiration to be found at Blank Children's every day. Communicate why being a Blank Children's Shining Star is important to you. If you have a special connection to Blank Children's, let your supporters know.
- 5. Set a Goal and a "Finish Line".** Include your personal fundraising goal in the letter and suggest a donation amount – for example, to raise \$100 dollars, you would only need 10 people giving \$10 to reach your goal! Also include your own "finish line" or deadline for donating. Doing so will help motivate donors to give earlier instead of waiting.
- 6. Get social.** You're doing something amazing – share it! Place posters in public places such as classrooms or family members' place of business. If you or your family members have social media accounts, use these sites to spread the word about your FUNdraiser, goal and your progress! Tag @blankchildrenshospital on Facebook and @blankchildrens on Twitter, and use #BCHshiningstars in your posts and fun training photos to help us start a "trend"!
- 7. Ask early, ask often...ask again!** With fun summer activities and vacations, your supporters are busy! It can be easy to lose an email or forget to make a donation. Periodically send reminders to those who have not yet donated. Include training and fundraising updates to show your amazing progress!
- 8. Say "Thank You".** The support of your donors means a lot and will truly make a difference in the lives of patients and families at Blank Children's – let them know! Thank the members of your support team by sending a handwritten note as well as social media shout outs through your accounts and on your fundraising page.

Questions? Contact Brenna Finnerty at brenna.finnerty@unitypoint.org or (515)-241-6472.