



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 register to make sure you have time to reach your goal!
- 2. 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, fitness friends, etc. You never know until you ask!
- 3. Include your personal story and motivation for racing.** There is inspiration to be found at Blank Children's every day. Communicate why being a part of the Blank All Stars team is important to you. If you have a special connection to Blank Children's, let your supporters know.
- 4. Set a Goal and a "Finish Line".** Include your personal fundraising goal in the letter and suggest giving levels – for example, \$5/mile. Also include your own "finish line" or deadline for donating. Doing so will help motivate donors to give earlier instead of waiting. Set a deadline a few weeks before the race so you can assess your fundraising and revise your plan if needed.
- 5. Kick up your heels and host a FUNdraiser!** In addition to your letter, why not throw a FUNdraising event?! Garage sales, coin collections or casual days are great ways to get others involved, raise money and have FUN! Check out the list of FUNdraising ideas on our website to get started.
- 6. Get social.** You're doing something amazing – share it! Use your accounts on Facebook, Twitter, Instagram, Snapchat, blog sites, etc. to spread the word about your goal as well as your training & fundraising progress! Tag @blankchildrenshospital on Facebook and @blankchildrens on Twitter, and use #BCHallstars 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. Double the impact.** Many employers and companies will match their employees' donations. Let your supporters know about this opportunity to double their impact!
- 9. 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.