



Fundraising Tips

- 1. Download the WALK to End Hydrocephalus App** – The APP is available in the APP store and Google Play store. Edit your page, update your supporters via text, whatsapp, and email. Templates are available or you can make your own custom message, thank you and team solicitation message.
- 2. Make a List** – Of everyone you want to target including family, friends, co-workers, and acquaintances. Use this list to start asking for donations and support for your team. Hint: Go through your email contacts, your business card file, your address book (both electronic and the one you keep in the kitchen drawer), your club directory and don't forget people you see every day.
- 3. Add the "Why" To Your Email Ask** – Share your story. Edit one of HA's email templates that are stored in your Participant Center. Add your reason for participating in the WALK to End Hydrocephalus and your personal story. Tell readers about the Hydrocephalus Association and its mission's importance to you. If you have a loved one with hydrocephalus, tell people about it. (It not only answers the question "why" it also increases awareness about this little known condition!) Who was diagnosed? When? How did that impact the patient and the entire family? Add a photo that will bring life to the written story and make people want to read your email!
- 4. Start With Your Close Contacts** – It's always best to start with your close contacts because they're most likely to donate. Try sending some quick email messages to your inner circle to jump start your fundraising. Once you have some momentum built up, use the email you personalized to reach out to other connections.
- 5. Start Your Facebook Fundraiser** – From your WALK to End Hydrocephalus APP or Participant Center, connect your fundraiser to Facebook with the click of a button. Next from your Facebook page, customize your message and photo and don't forget to thank each donor as they contribute. Pro tip: change your message every so often to keep people engaged and repost (from Facebook).
- 6. Use Social Media** – Now that you've gotten the ball rolling, it's time to use social media. Use Instagram stories, Facebook stories and more to ask for donations and send people to your WALK page. Thank people publicly and share your progress. This lets people know that others are supporting you.
- 7. Re-Engage With Email** – It never hurts to send follow-up emails or texts. Your first request may have been overlooked, or people intended to donate but forgot. With the number of emails people receive every day, they may have missed your first few requests. Or, people have opened your email and intend to give but forget to do so. Use email to update people on your fundraising progress as you achieve benchmarks – 25% of goal raised, 50% of goal raised, etc., and ask supporters to help you reach that next level.
- 8. Ask For a Specific Amount** – Instead of saying "whatever you can give is appreciated" – although it is – ask for a donation of \$25 or \$35 or more. Many participants are successful by asking for a dollar for each hydrocephalus-related surgery or number of years since last revision.
- 9. Achieved your goal?** – Increase it! If you've reached your initial goal of say, \$300, increase it to \$500. Keep the momentum going and surpass your team's expectations!

Fundraising takes a little persistence, but we know you can do it! Your support is vitally important to the Hydrocephalus Association's mission, and we THANK YOU in advance!