



# MOVE FOR MENTORING

POWERED  
BY



## FUNDRAISING TIPS

### SETTING UP YOUR PROFILE

#### SET A SMART FUNDRAISING GOAL!

Make it specific, measurable, and attainable. Your goal should be high enough to encourage donations, 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", "We Workout For..." or "We Are Bigger Together". Convey the need the campaign will support, such as "John Smith Moves Mentoring!".

#### 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.

#### MAKE THE FIRST DONATION.

Start your fundraiser by donating yourself! This sets the tone and creates momentum for future donations.

### READY, SET, MOVE & FUNDRAISE!

#### IT ALL STARTS WITH THE ASK.

Very likely, the people close to you will be eager to help if they know how important the cause is to you. Send a personal email, text, direct message, etc. to your friends and family. Mention your participation at your next family Skype call, or virtual staff meeting. If they seem interested, follow-up with an email that includes the link to your fundraising page.

#### 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 challenge!

#### DON'T FORGET ABOUT EMAIL.

Email is a great way to send personalized messages to those who have personal connections to your fundraiser (and those who do not use social media).

#### 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.