



2018 Race Against Gun Violence Fundraising Tips

1. Set goals

Whether it's about how many runners you recruit, funds you raise, or volunteers you rally, having a goal and reporting back on it is a great way to keep people engaged and focused.

2. Get the ball rolling

Nobody likes to be the first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. If the cause is important enough to you to donate, it will help your contacts to feel they should donate too.

3. Add your WHY to your fundraising page

The most important thing you can add to your page is your personal touch. Add a photo or two of yourself and write a short blurb about why you are fundraising. Let your friends and family know why you care – that's what they care about most!

4. Start with your close contacts

It's always best to start by sharing your fundraising page by email with close contacts first because they are the most likely to donate and you will build some momentum of giving on your site. Then use the links to post your fundraising page on Facebook and / or Twitter to reach a broader audience.

5. Don't hesitate to send a few follow up emails

Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

6. Keep thanking and updating social media

As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but it's vitally important and you can do it. Know that your effort will make a big difference! THANK YOU!