



## RUNWAY FOR HOPE Model Fundraising Tips

### **Tell your story/add your “why.”**

At its core, fundraising is all about storytelling! Instead of just sending a link to someone, tell them what they are donating to, why it is important to you, and what their donation means. Depending on your audience and comfort level, telling your personal journey/story is really powerful and impactful - and that's what they want to hear!

### **Be concise in your ask.**

Tell your story and then ensure the ask is short and sweet. Feel free to bold or underline key parts of an email, too, especially if it is in the middle of other content to avoid it getting lost. For example, consider bolding, “Donate here \_\_\_” and “This is important to me because.”

### **Pictures help!**

Adding a picture of you, your family, your journey through diagnosis, the runway from last year, etc. is really helpful for people to know more about what they are supporting and that there is a real person behind the words. Pictures are also a great thing to include in thank you notes after the event to show your funders what their money went toward. (There will be lots of professional pictures from the Runway for Hope!).

### **Know your audience.**

Think through the right asks for the right people. Depending on your relationship with the person or the organization as well as your comfort, the message will look different. If you are doing cold outreach to someone new, think about how that changes the wording of your ask. You could make a list of 1. Close contacts 2. Proximal contacts (a

friend of a friend, someone one step removed) 3. Stretch contacts / cold outreach 4. Businesses / organizations.

### **Ask your networks to help you!**

Everyone has their own community and circles of people. Perhaps ask your friend to post the link to your fundraiser on their Facebook page so it reaches their friends too. You can also ask your local community center / church / etc. to post a flier or link in a newsletter if you hold that relationship with them. Think about Slack channels, internal newsletters, or organization boards at work, too!

### **Offer incentives (if you can!).**

An innovative way to get people enticed about donating is to offer incentives, such as, “anyone who makes a donation will be entered into a drawing for a \$25 Amazon gift card.” You could also leverage your own skills, talents, supplies and raffle off something handmade. We have had models make custom tumblers, earrings, postcards, and so on. This creates an additional sense of buy-in and interest - who doesn't love a friendly competition and a cool prize?!

### **Be consistent and follow up.**

Sometimes emails or texts get lost in the mix, so if you don't hear from someone after a certain period of time, be sure to send a follow up message! We recommend not reaching out more than 3 times with no response to protect the relationship.

### **Stay organized.**

To avoid repeat asks, sending the same canned message to someone multiple times, or forgetting to reach out to key people, keep a list somewhere of “have already donated, have reached out to, want to reach out to.” This will also help you remember who you need to send follow up requests and thank you notes to.

### **Practice outreach in multiple media forms.**

We encourage you to try phone calls, emails, social media, in-person connection, and other forms of outreach. Everyone engages with each of these platforms differently and might be more inclined to respond to some more than others. For example, speaking directly on the phone and hearing your voice live may be helpful. Some people may appreciate the convenience of a quick link posted on Facebook.

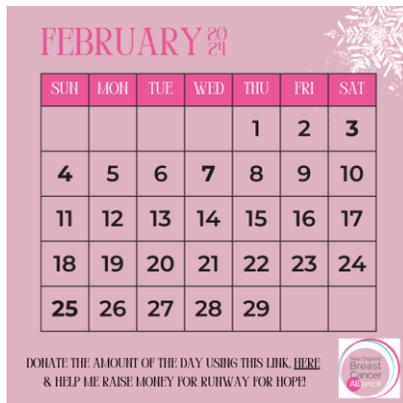
## Get creative!

There are so many unique and creative ways to fundraise. Some ideas that are circling with the group already are: calendar donations and bingo boards (see images below and corresponding template links).



Bingo board template:

[https://www.canva.com/design/DAF4sAV\\_Tzs/keIM17JRKMy05Vb7y9P5gw/view?utm\\_content=DAF4sAV\\_Tzs&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAF4sAV_Tzs/keIM17JRKMy05Vb7y9P5gw/view?utm_content=DAF4sAV_Tzs&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)



Calendar template:

[https://www.canva.com/design/DAF4sAV\\_Tzs/keIM17JRKMy05Vb7y9P5gw/view?utm\\_content=DAF4sAV\\_Tzs&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink&mode=preview](https://www.canva.com/design/DAF4sAV_Tzs/keIM17JRKMy05Vb7y9P5gw/view?utm_content=DAF4sAV_Tzs&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)