



Rachel's Fundraising Tips:

This is a guide for the best tips to Fundraising. These tools will help you maximize your fundraising to the best of your abilities.

1. Email: The number one way to fundraise money is to send out emails to everyone you know. Co-workers, employers, friends, family, associates, classmates, everyone. Make sure to include all the information for where the money is going and people are willing to donate. Also, people become aware of Crohn's disease, so it is killing two birds with one stone. When people know, they will donate. Lastly, always include the link to your page for people to donate. People like to have the easy accessibility of having something to click on to make the donation.

2. All contributions are acceptable: When fundraising, it is better to get \$1 from 500 people, than \$50 from 10 people. When asking for contributions, make sure to include that you are asking for all amounts. Every penny counts. Some contribution is better than none.

3. Employer matching: If your employer/company has employer matching it is beneficial to do it! If you raised \$250 and your employer matches \$250- you are already at \$500.

4. Set a goal: When people see that you have a goal, they want to help you reach your goal. If someone goes on your page and see that you are \$25 from your goal, they might be interested in donating \$25 to help you accomplish your goal.

5. Social Networking: We are in the age of technology- use it! Post on Facebook, Twitter, Instagram, LinkedIn Pinterest even, etc. and people will see it. Just make sure to include the link to your page, and put how far away from your are from your goal, so people know how they can help.



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Do's (cont'd):

6. Ask, Ask, Ask: None of your friends will know that you are fundraising until you say something. When you mention that you are fundraising people will want to hear about what you are doing and will help, just say something.

7. Reminders & Repetition: This is the age of busy. People have kids, work, family, activities, etc. Everyone will not remember, but if you send an email or post on your social networking page than people will remember. They are bound to have the time to donate at at least one of the times they see it. (On the next page is a suggested timeline on how often to send request out)

8. Personalize your page/Include a story: When people read real life stories and experiences about Crohn's patients they will want to donate even more. If you or your family member has Crohn's put their story on your page. If not, then you can always out 'Rachel's Story'.

9. Thank, Thank, Thank: Always tell people thank you when they donate. It makes them feel appreciated and is a polite act.

10. Have fun!: Even though you are fundraising if you are excited about it, people will get excited to donate. If you make it fun and interesting people will be intrigued. So have fun! Join R.A.B.! Raise Awareness! Hope For Crohn's!



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Suggested Email/Social Networking Timeline!

1. Within one week of registering for event:

-Send an email request to everyone you know. Be sure to include link!

2. One week after email request:

-Post on your social networking page a quick donation request with link.

3. Two weeks after first email request:

- Send a second slightly altered email to those who did not respond yet. Include the progress of getting to your goal and how long you have until you need all your donations in.

4. One week after second email request:

-Post on your social networking page a donation request with link and how far away you are from your goal and how long you will be collecting donations.

5. One month after second email request:

-Send one last email request. Stress the importance of donating and your progress.

6. 1 1/2 weeks after second email request:

- Post on your social networking page a donation request with link. Include your progress, and how much time they have.

7. After last day of collecting:

-Send an email/Post on social networking page thanking the people that donate and updating them on how much you collected with their help.