



## Fundraising Tips

You will receive runner hub updates with fundraising tips designed to help you reach and even exceed your goal. Remember, every gift counts and it is okay to follow up several times with those who haven't supported you – no reply does not mean no! Below are a few ideas to help you get started.

- If you want to schedule a 1:1 fundraising call, please email [team@bwh.harvard.edu](mailto:team@bwh.harvard.edu)
- Take the time to draft and personalize a thoughtful fundraising letter. Use the Sample Fundraising Letter as a jumping-off point.
- Create a list of people in your network to solicit (family, friends, colleagues, groups).
- Know the demographic you are soliciting and determine if email, mail, or both will be most effective. If mailing a letter, include a self-addressed, stamped return envelope.
- Attach a photo that ties to the cause.
- Include your personal fundraising link in your email signature.

## Social Media

- Social media (Facebook, Instagram, Twitter, etc.) is a great way to spread the word and ask friends to spread the word for you.
- Keep your network informed about your training and fundraising progress; include status updates and don't forget to include photos!
- Acknowledge gifts publicly with a tweet or Facebook status – for example, "Thank you Ali Luthman, for your donation! I can't believe the Maine Marathon is less than a month away!"

## Host an Event

- Secure a location early on and ask the venue to support you by providing food and beverage at no cost, waiving your room rental fee, or donating gift certificates for opportunity drawing prizes.
- Partner with a teammate to increase attendance and divide the work. Then split the proceeds.
- Create a theme for the event.
- Have a friend stand at the door to collect an entry fee or sell opportunity drawing tickets (suggested donation of \$25 per guest) – but don't be afraid to continue to ask for donations throughout the event and from those who are unable to attend.

## Virtual Fundraisers

- Host a virtual event on Zoom, Microsoft Teams, Skype, FaceTime, etc. (Example: game night, bingo night, trivia night, karaoke night, workout class, dinner party, birthday party, etc.).
- Livestream a training run to encourage others to donate to your personal fundraising page.
- Create a calendar of challenges or entertaining tasks to complete for donations. Use the Fundraising Calendar Example as a jumping-off point.

## Other Ideas

- Ask your employer to sponsor you.
- Explore options for matching gifts.
- Ask for donations in lieu of birthday and holiday gifts.