

Top Tips to Drive Fundraising

- **Set a goal** – Know what you're working towards and tell people you have a clear goal to achieve with their help.
- **Share your personal connection** – People want to hear the "why". Share why you're competing and why it is important to you.
- **Keep it simple** – Remember, this is a conversation and ask to support something you are passionate about. Share your personal connection, your fundraising goal and how they can donate. The rest is simple.
- **Cast a wide net** - What lists of contacts can you reach out to for support? (Friends, family, school or work, wedding, holiday cards, sorority, neighbors, social media, etc.)
- **Lead with gratitude** - Don't forget to say thank you. Even if they don't give, thank them for their support.
- **Dream big** – don't be afraid to ask big and ask often. You are giving people the opportunity to support something great – YOU.
- **Have fun!**

Don't Think You Can Raise \$1,000? It's Easier Than You Think

Show your commitment and make a personal donation	\$25
Ask two friends to match your donation	\$50
Ask three family members to match your donation	\$75
Ask four classmates or coworkers to match your donation	\$100
Ask four family friends to match your donation	\$100
Post a message on any employee/business resource groups that you are a member	\$100
Send emails to any clubs, networking or alumni groups you are involved in	\$150
Go Social! Post a message through your social media accounts	\$250
Text your closest friends and ask for their support	\$150
	\$1,000