

A Guide to Fundraising for the Foundation of Hope

1. Thinking of setting up a fundraiser on our behalf?

Email our team at fundraising@foundationofhope.net so we are aware of your fundraiser and can better direct you on your fundraising needs and goals.

2. Planning the event

Fundraising events can be set up in different ways. While online fundraising can make the process simple and easy for you and your potential donors, there are other options you can consider based on your interests, skills, and resources.

Some fundraising ideas you can explore:

- Are you active? Athletic events like runs are always popular events. Invite your supporters to set up fundraising pages and encourage people to donate or register for the event.
- Want to get your creative juices flowing? Set up an art show or hold an auction for your work or other artists' works.
- A little friendly competition makes for a fun and successful fundraising strategy. Turn your campaign into a challenge with a creative and engaging task.

3. Asking for donations

Asking people for donations could be daunting, but your words make a big difference to inspire people to contribute to your cause.

- Tell a story - Having a powerful and personal narrative that relates to your cause will help people connect to your campaign
- Be direct and clear - Keep your message concise and specific with a direct request for action. Make sure to include how to donate and the direct impact of their donation
- Get creative - While having a template is helpful when asking for donations, being creative with your ask could make your campaign stand out

4. Promoting your event

Share your event to as many people as possible and ask your supporters to share it with their circles as well. Make sure all the relevant information is there: event specifics, contact person, registration link. You can always reach out to our team fundraising@foundationofhope.net to assist you with promotional materials and messaging.

5. Post-event tips

Don't forget to thank everyone who supported your event. You can send an email, note, or text or set up a phone call to your participants. Let them know what their fundraising has achieved, and how the money was used for the cause.