



FUNDRAISING TIPS

SET A GOAL We recommend that you set your initial goal at \$1,000 or more. When you reach \$250 you'll be eligible to receive your first piece of official Make Your Mark™ gear as a reward. When you achieve or exceed your goal, be sure to update it and reach higher!

PERSONALIZE IT Share your story and let people know why you're asking them to support you. If you're fundraising in honor of a loved one with lupus include a picture, explain how lupus has affected them, and that the money raised will fund important research, education and support services for people with lupus.

DON'T BE AFRAID TO ASK Remember, you're not asking for the contribution for yourself, you're asking on behalf of the Lupus Foundation of America and people with lupus.

BREAK YOUR GOAL INTO ACHIEVABLE PIECES AND PLAN FROM THERE You think \$250 is a lot to raise? Think of it this way, if 25 people give \$10 each, you'll reach your initial goal! What if those same 25 people each gave \$40? You'll raise \$1,000!

USE EMAIL AND THE INTERNET Email friends, family members, and co-workers so they are aware you're raising money and can visit your Personal Page to make a donation.

USE SOCIAL MEDIA Share your fundraising page with donors using the share tools on your website. Link to your Facebook, Instagram or Twitter so your friends and followers can make a donation.

EDUCATE YOUR POTENTIAL DONORS Often people will feel more comfortable about making a contribution if they understand what they are

contributing to and how the money will be used. You will find helpful information to educate donors online at www.lupus.org.

USE YOUR PHONE Sometimes we forget that a phone call is another easy way to reach people and can be more personal than sending an email. Make a phone list of who you want to call and know what you want to ask before you dial.

ASK FRIENDS AND FAMILY FACE-TO-FACE Face-to-face interactions are the most effective way to raise money. All you need is the confidence to ask potential donors for support. Be fully informed, and the request will be a breeze.

ASK EARLY The sooner you start reaching out to people to raise money the sooner you'll see your donations start to climb.

KEEP YOUR AUDIENCE UP TO DATE ON PROGRESS If you're training to run a marathon, let people know how it's going, how much you've raised and that it's not too late to donate using video, pictures and stories.

SPEAK UP Make a short presentation at your place of worship, job, local community or civic organizations, or any group with which you volunteer or have a connection.

REMEMBER TO SAY "THANK YOU" Regardless of the outcome you should thank people for their time, consideration, and support. You should also always send a personal thank you note when you receive a donation.