



Online Fundraising Check List

PRE-EVENT

- Create your fundraising page.
- Set your fundraising goal and personalize your page with pictures and text to tell your story.

ON YOUR MARK

- Make a list of all the people in your inner circle, such as family members and close friends.
- Identify all the social media networks on which you can promote your campaign.
- Think of a few groups of people in your life to appeal to including coworkers, teammates and church groups.

GET SET

- Email your inner circle to announce your campaign and ask for donations. Tell them why you're fundraising and include a link to your page.
- Write emails for distinct groups of contacts, as indicated above.
- Announce your fundraising campaign on all your social media platforms.
- Post multiple times to each platform, adding updates and details about your campaign each time.

GO!

- Break your overall fundraising goal into weekly goals to motivate donors.
- Call out donors on social media to thank them. Include a link to your page.
- Countdown the final days of your campaign. Consider using images to grab people's attention.

POST-EVENT

- Say "thank you" to all the friends and family that supported you. Update everyone with the results of your campaign.
- Follow HEADstrong Foundation on social media to stay connected @HEADstrongFDN.
- Celebrate!