



LARADON PEER TO PEER FUNDRAISING TIP SHEET

1. GET THE BALL ROLLING

Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution (**even if it's small**). This will make others more likely to get involved.

2. ADD YOUR "WHY" TO THE EMAIL

We've put together an e-mail template for you to use (**you can access this on our Campaign Tools page**). The most important thing you can add to this message is **why you are fundraising**. Let your family and friends know why Laradon matters to you, that's what they care about the most!

3. START WITH YOUR CLOSE CONTACTS

It's always best to start by e-mailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build some momentum. Then use the e-mail template you customized to reach all of your other contacts.

4. NOW MOVE TO SOCIAL MEDIA

Once you've sent your first batch of e-mails out, it's time to turn to social media. One of the best strategies to use on Facebook, Twitter, and Instagram is tagging and thanking people who have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind your cause!

5. REENGAGE WITH EMAIL

Don't hesitate to send a few follow up e-mails. E-mails are easy to overlook and people often open them up quickly and forget to go back to them. Use e-mail to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone!

6. CONTINUE THANKING AND UPDATING SOCIAL MEDIA

As more of your network gets behind you, **keep thanking them on social media** and make sure to continue to share your progress towards your goal!

Suggested social media hashtags: #ImBuilding #Laradon #PeopleBuildingPeople #IDD

Fundraising often takes a little creativity and persistence, but we know you can do it. Know that your effort will make a big difference! THANK YOU!