



TEAM IOH FUNDRAISING TIPS

1. GET THE BALL ROLLING

Other people are more likely to donate to your page when they see that someone has already contributed. Donating some of your own money also demonstrates to potential supporters that you are serious about helping families facing the loss of a parent.

2. PERSONALIZE YOUR FUNDRAISING PAGE

For ease, we've created templates you can use from your fundraising page, but don't forget to add your own text, pictures, and/or video. Remember, your donors will be interested in Inheritance of Hope because they are interested in you. It's important to add **why you are fundraising** - let your family and friends know why Inheritance of Hope matters to you.

3. START WITH YOUR CLOSE CONTACTS

Start with your close contacts because they are the most likely to donate. Try sending some personal messages to your inner circle to build momentum. Effective fundraisers start by asking their closest contacts first (the core) and progressively working outward to more distant contacts (the outer skin).

THE ONION METHOD



WHY ONIONS?

Your closest contacts are most likely to donate.

Studies show the closer to your goal you are, the more likely people are to donate.

So when your outer circles see your page with progress, they'll want to be part of the "inspire hope" movement too!

4. THINK ABOUT YOUR EMAIL AUDIENCE

There is no "magic formula" for emailing family and friends for donations. For your closest contacts, just keep it simple and be yourself. Shorter is better than longer, but don't forget to include a direct request for support and a link to your fundraising page.

For all contacts, a good practice is to explain your connection to Inheritance of Hope and why it's important to you. How you are connected to Inheritance of Hope's work is a very important element to your message.

Other effective content is explaining (in a concise manner) Inheritance of Hope's scope of work and how the funds raised will be used (all money will go toward helping more families attend a Legacy Retreat®). Again, don't forget to make a direct ask for financial support and be sure to include a link to your fundraising page.

Plan to send follow up emails as they are often overlooked. Use email to keep people up to date with your progress (50% raised, etc.) and ask supporters to help you reach the next milestone.

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SAMPLE E-MAILS

Hi [insert name]

Race day is almost here! I wanted to give you a quick update on my training for the [insert event] on [insert event date]. This past week, I [insert sentence on your training runs: how many miles, how you feel, etc.].

Along with my goal to finish the race, I also have a goal to raise [insert \$ amount] for Inheritance of Hope, a non-profit that serves families affected by terminal illness. I'm currently short of my goal by [insert \$ amount], and I need your help.

Would you help me help other families struggling with terminal illness? To learn more about Inheritance of Hope or to make a tax-deductible gift, please visit my personal fundraising page: [insert page link]

Thank you,
[insert name]

P.S. All gifts will go toward serving more Inheritance of Hope families at a Legacy Retreat®, an all-expenses-paid experience where families create lifelong memories and receive tools to navigate the challenges of terminal illness.

Hi [insert name],

With the [insert event] almost here, I want to introduce you to Zion (see attached photo).

As you may know, I am running on behalf of Inheritance of Hope (IoH). IoH served Zion's family at a New York City Legacy Retreat® last November. During that time, he was able to create lifelong memories with his terminally-ill mother.

Sadly, Zion lost his mom to breast cancer in September 2015, but he will always have the memories he made with his family in New York City – a priceless gift!

Will you help me help other families like Zion's? I have a goal to raise [insert \$ amount] of which I'm currently at [insert \$ amount]. YOU can create more smiles for children by making a tax-deductible gift: [insert fundraising page link]

Thank you - your support will make a difference in families who need it most!

Sincerely,
[insert name]

P.S. All gifts are tax-deductible and will go toward serving more Inheritance of Hope families at a Legacy Retreat®, an all-expenses-paid experience where families create lifelong memories and receive tools to navigate the challenges of terminal illness.

Dear Friends,

Race day is almost here! I wanted to give you a quick update on my training for the [insert event] on [insert event date]. This past week, I [insert sentence on your training runs: how many miles, how you feel, etc.].

Along with my goal to finish the race, I also have a goal to raise [insert \$ amount] for Inheritance of Hope, a non-profit that serves families affected by terminal illness. THANK YOU to all of you that have donated – I'm currently at [insert \$ amount].

A number of people have asked me to re-send my personal fundraising page to help: [insert fundraising page link]

All gifts are tax-deductible and will go toward serving more Inheritance of Hope families at a Legacy Retreat®, an all-expenses-paid experience where families create lifelong memories and receive tools to navigate the challenges of terminal illness.

Thank you,
[insert name]

P.S. Attached is a photo from my training. Thank you for supporting me during this incredible journey!

Dear Friends,

I wanted to give you a quick update on my training for the [insert event] on [insert event date]. This past week, I [insert sentence on your training runs: how many miles, how you feel, etc.].

Along with my goal to finish the race, I also have a goal to raise [insert \$ amount] for Inheritance of Hope (IoH), a non-profit that serves families affected by terminal illness. I'm passionate about IoH's work because I lost my [insert family member] when I was young, and I wish I had the opportunity to experience a life-changing Legacy Retreat® with my family.

Shockingly, 1 in 20 will suffer the loss of a parent before age 16, and IoH uniquely serves these children and their families.

Will you help me help other families struggling with terminal illness? I have a goal to raise [insert \$ amount] of which I'm currently at [insert \$ amount]. YOU can create priceless memories for children by making a tax-deductible gift: [insert fundraising page link]

Thank you - your support will make a difference in families who need it most!

Sincerely,
[insert name]

P.S. Watch how IoH inspires hope: <https://youtu.be/3FwW08ASJGA>



5. TAP INTO THE POWER OF SOCIAL MEDIA

Once you've sent your first batch of emails, tell your story on social media. A great strategy on Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This social proof spreads your message further and lets others know that your efforts are gaining traction.

Set internal goals (\$100 by week 1, \$250 by week 2, etc.) and use social media to update your progress. Don't forget to ask supporters to help you hit the next milestone. Goals also create more urgency to your efforts and they give you a built-in reason to follow up with supporters.

Don't make every post an "ask." Share an inspiring story from Inheritance of Hope's Facebook page to show impact or a personal anecdote relevant to your training. Take your supporters on your "inspire hope" journey.

We want to help tell your story! Tag Inheritance of Hope on Facebook and Twitter - it will make your "social footprint" larger. Don't forget to send us race-day photos with your sweet Inheritance of Hope gear too!

6. SNOWBALL YOUR EFFORTS

Use your internal goals to follow up. Reach out to non-responders when you're approaching a goal.

Ask your connections to help spread the word and share your page/story with their friends.

Continue to use social media for communicating with your contacts. Change your Facebook banner to highlight your efforts or offer a "behind the scenes" look into your training with photos from an early morning training run, provide inspiring music lists, etc.

Continue to share inspiring content about Inheritance of Hope's impact on children and families. Ready-made content can be found at:

Facebook.com/InheritanceOfHope
YouTube.com/InheritanceOfHope
GreatNonProfits.com/org/inheritance-of-hope-inc
InheritanceOfHope.org/Blogs

Other ideas to maintain momentum: send information to your local newspapers ("Local Resident Pays It Forward to Families in Need"), TV stations, civic groups, church communities, alumni sources, etc. The story-line of **why** you choose Inheritance of Hope and the **impact** you are making in the lives of young families is a powerful one!

7. THANK, THANK, THANK

Everyone wants to feel appreciated. Make sure to thank your supporters, both as you receive the gift and after the race.

Make your thank you timely and personal. Let your supporters know that their gift will go toward serving more families facing the loss of a parent, and it will truly make a difference in their lives.

8. HAVE FUN!

Fundraising can seem daunting at first, but be creative and have fun!

Remember, you're not alone - we're here for you. Please let us know how we can help.

Your efforts are critical to Inheritance of Hope's work. Please know that you are making a profound impact on the families we serve, and we are incredibly grateful. THANK YOU!!