

## #GIVINGTUESDAY: a global day of giving Nov. 29, 2022

Join the movement and tell your Inheritance of Hope story on #GivingTuesday.

We're looking for difference-makers to create quick & easy fundraising page.

Together, we can reach our goal - all young families facing the loss of a parent!

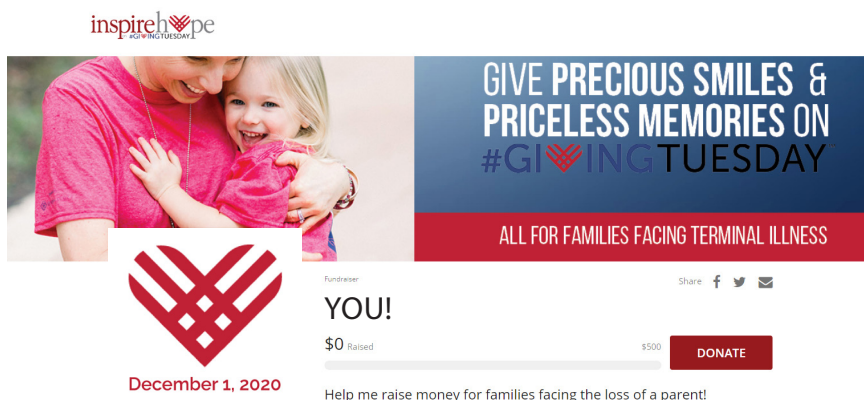
### 1. PERSONALIZE YOUR FUNDRAISING PAGE

For ease, we've created a easy-to-use template. Simply go to [InheritanceOfHope.org/GivingTuesday](https://InheritanceOfHope.org/GivingTuesday) and click on "make a page." We recommend adding your own text, pictures, and/or video. Remember, your supporters 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.

#### FUNDRAISING PAGE EXAMPLE

Create your own:  
[InheritanceOfHope.org/GivingTuesday](https://InheritanceOfHope.org/GivingTuesday)

All pages come pre-filled with text and graphics.



### 2. START WITH YOUR CLOSE CONTACTS

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

### **3. THINK ABOUT YOUR AUDIENCE**

There is no “magic formula” for contacting 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.

### **4. TAP INTO THE POWER OF SOCIAL MEDIA**

#GivingTuesday is fueled by the power of social media. Tell your story and share your fundraising page link on your social media channels. A great strategy 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. Make the private, public!

Set internal goals (\$100 by 10am 1, \$300 by lunch time, 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 a personal anecdote or an inspiring story from Inheritance of Hope’s social media to show impact.

We want to help tell your story! Tag Inheritance of Hope on Facebook and Instagram - it will make your “social footprint” larger.

### **5. SNOWBALL YOUR EFFORTS**

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, add to your Instagram story, record a video, share content from Inheritance of Hope’s ready-made graphics, etc.

Ready-made content can be found at:

[InheritanceOfHope.org/GTgraphics](https://InheritanceOfHope.org/GTgraphics)

### **6. THANK, THANK, THANK**

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

Let your supporters know that their gift will go toward sending more families affected by terminal illness on a life-changing Legacy Retreat®.

### **7. HAVE FUN!**

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

Please know, you are making a profound impact on the families we serve, and we are incredibly grateful. Together, we can reach our goal! THANK YOU!!