



# How to Fundraise Online

## 1. Set a Goal

Setting a goal for your fundraiser is the first step. Typically \$500 is a good starting place, but choose whatever you feel comfortable with. Once you reach your goal you can update it and keep going!

## 2. Donate to Yourself

Jumpstart your campaign by donating to yourself right off the bat! This will not only show that you're also a supporter, but it will encourage other donors to give as well!

## 3. Tell your story

Including a personal story will help to make your page as impactful as possible. Let people know why the cause is important to you, this will help people feel more connected to the cause and will be more likely to give!

## 4. Ask via Email and Social Media

You can use your personal fundraising page through HSC to email your donors or connect to your Gmail, Facebook, Instagram and/or Twitter to help promote your fundraising efforts!

## 5. Follow up

Make sure to follow up with your asks. If you've sent the ask out using our fundraising software, you will be able to see who has opened your email and who has donated. Follow up with those who have not donated to remind them of your challenge and goal.

## 6. Thank your Donors

Make sure to thank your donors to let them know that you appreciate their contributions and they will be more likely to continue to support your fundraising efforts in the future!

**TIP:** If you don't feel comfortable asking for donations directly, just talk about the activity you're doing! Start a conversation about the cause, what inspired you to take a stand and why you felt it was important to donate your time and people can choose to donate if it resonates with them.

## How to Raise \$1,000 in a Week

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Day 1. Sponsor yourself \$50 = **\$50**

Day 2. Ask 3 Immediate Family Members for \$50 = **\$150**

Day 3. Ask your 5 Closest Friends to donate \$30 = **\$150**

Day 4. Ask 5 Co-Workers to sponsor you for \$30= **\$150**

Day 5. Email 15 People (extended family, neighbours, etc.) and Ask for a \$20 Donation = **\$300**

Day 6. Ask a Company for a \$100 contribution = **\$100**

Day 7. Ask two businesses you frequent for \$50 = **\$100**

**$\$50 + \$150 + \$150 + \$150 + \$300 + \$100 + \$100 = \$1,000$**

**And just like that you've raised \$1,000!**