



Community of Hope

Celebrating loved ones with Lou Gehrig's Disease

5 Tips for Fundraising Success

Tip #1: Make it personal.

You motivate others to give to a cause by demonstrating its importance to you. Take time to think about what you want your Community of Hope tribute fund page to say. What do you want people to take away from the experiences you describe? How do you want to move them to become an advocate themselves? Upload your personal story, photos, and enable your Community of Hope blog to bring people in and keep them coming back.

Tip #2: Set a challenging, but attainable goal.

Typically, people are likely to give more generously when you are working *toward* a goal. Be sure to set your fundraising goal when you register your Community of Hope fund. Not seeing the support you expected? Already surpassed your goal? It's easy to revise your fundraising goal in the Progress tab of your fundraising center.

Tip #3: Link up!

Add your Community of Hope tribute fund URL to your email signature with a flashy tagline like, "You can help spread the hope for a cure for ALS! Visit [enter fund page URL here] to learn about the Community of Hope how you can make an impact in the lives of those affected by Lou Gehrig's disease."

Tip #4: Be a social butterfly.

Oh the power of social media. Let your social networks know that you have created a Community of Hope tribute fund! Include links to your fund page and keep your friends and family updated on your fundraising progress.

Tip #5: Raise \$250 in a week!

Day 1: Sponsor your fund	\$30
Day 2: Ask 2 family members for \$25	\$50
Day 3: Ask 3 friends for \$20	\$60
Day 4: Ask 4 co-workers for \$15	\$60
Day 5: Ask 5 neighbors for \$5	\$25
Day 6: Ask a loved one for \$25	<u>\$25</u>
Day 7: Celebrate!!!	\$250