

Fundraising Tips

Remember, every gift counts and it is okay to follow up several times with those who haven't supported you—no reply does not mean no! Below are a few ideas to help you get started.

- If you want to schedule a 1:1 fundraising call, please email team@bwh.harvard.edu
- Take the time to draft and personalize a thoughtful fundraising letter. Use the Sample Fundraising Letters as jumping-off point.
- Create a list of people in your network to solicit (i.e., family, friends, colleagues, neighbors).
- Know the demographic you are soliciting and determine if email, postal mail, or both will be most effective when sending your letter. If mailing a letter, include a self-addressed, stamped return envelope.
- Attach a photo that ties to the cause.
- Include your fundraising link in your email signature.

Virtual Fundraisers

- Host a virtual event on Zoom, Microsoft Teams, Skype, FaceTime, etc. (examples: game night, bingo night, trivia night, karaoke night, workout class, dinner party, birthday party, etc.).
- Livestream a training run to encourage others to donate to your fundraising page.
- Create a calendar of challenges or entertaining tasks to complete for donations. Use the Fundraising Calendar Example as a jumping-off point.

Social Media

- Social media (Facebook, Twitter, Instagram, etc.) is a great way to spread the word and ask friends to spread the word for you.
- Keep your network informed about your training and fundraising progress. Include status updates and don't forget to include photos!
- Acknowledge gifts publicly with a tweet or an updated Facebook status—for example, "Thank you, John Doe, for your donation! I can't believe the Boston 10K is less than a month away!"

Other Ideas

- Ask your employer to sponsor you.
- Explore options for matching gifts.
- Ask for donations in lieu of birthday and holiday gifts.