

Top Fundraising Tips

SET A GOAL. Challenge yourself to hit a certain fundraising goal and make it public on your Walk personal page! Once you hit your goal, increase it again! People are more likely to donate if they are helping you hit your goal.

Help Me Reach My Fundraising Goal



SHARE YOUR STORY. People are more likely to support you if they know why you walk and why LUNG FORCE matters to you.

MAKE A DONATION TO YOURSELF. A great way to start is to lead by example. When you make a self-donation, your friends and family are likely to match your donation or give more!

DOUBLE YOUR DONATION. Does your employer match donations? Use our Matching Gifts Search Tool on the “Fundraising Tips” page of the Walk website or contact your human resources department to find out.

START A FACEBOOK FUNDRAISER. Log into your Participant Center at the top of your Walk website and link your Walk personal page with Facebook to easily share with your friends and collect donations! On average, participants raise **over \$300** from their Facebook Fundraiser alone!

Raise more money with Facebook

Connect your fundraiser to Facebook so you can raise money through your social network. The money you raise will count toward your goal.

FUNDRAISE ON FACEBOOK

EMAIL. Participants who send emails raise at least **6x more** than those who don't.

GET PERSONAL. Don't be afraid to pick up the phone or schedule a visit.

ASK FOR SPECIFIC AMOUNTS. For example, ask 10 friends for \$10 each and you've raised \$100 to earn your official LUNG FORCE Walk t-shirt.

BE CREATIVE. Do you have a hobby? Maybe you enjoy making bracelets, blankets, music or another craft or talent you've picked up during this past year. Promote these as an incentive for donors and use the proceeds to supplement your fundraising!

THANK DONORS. Every time you get a donation on social media, create a post thanking your donor and tagging them. Not only does it make your donor feel good it also is a friendly reminder to your network you're still collecting donations. Send a personal note or call donors that don't give on social media.

