



**MAY 15-21, 2022**

## **ONLINE FUNDRAISING TIPS**

- 1.** Lead by example. Make a self-donation to your page to show your commitment to St. Margaret Foundation.
- 2.** Update your personal page with your story. What is your reason? Pictures and videos are a bonus!
- 3.** Send emails to ask for support from friends, family, and co-workers.
- 4.** Tap your social networks! Share your fundraising page link and story on Facebook, Twitter, and Instagram.
- 5.** Set a goal. Friends and family are more likely to give if they see they're helping you work towards achieving something.
- 6.** Questions? Just ask! We are here to help with everything from creating your page to email and social media templates.

Create your fundraising page today at  
**[www.stmargaretfoundation.org/challenge](http://www.stmargaretfoundation.org/challenge)**

# TEMPLATES TO USE

## Email

Subject line [short and compelling, avoid CAPS and exclamations, something like "I'm running for those who can't..."]:

Dear [insert name],

You might have heard that I'm fundraising to [insert reason why you're fundraising]. This cause is very important to me because [supply a personal reason that appeals to the reader's emotions].

I'm encouraged by the support I've already received, but I still need help reaching my fundraising goal of [insert dollar amount].

Would you be willing to make a contribution to my fundraiser? A gift of any amount would mean the world to me.

To donate, simply click the link to my fundraiser below:[Insert link to fundraiser]It would also mean a lot if you could share my fundraiser link on social media. The more exposure I get, the faster I will reach my fundraising goal.

I'd love to talk to you in person about my fundraiser, so please don't hesitate to reach out.

With love/Sincerely,[Your name]

## Social

### Facebook:

Include:

An image or graphic that represents your cause or fundraiser

The link to your crowdfunding campaign page

Tags - St. Margaret Foundation and #briandemchakchallenge

Brief copy that explains why you're asking for donations.

"I'm raising money for [insert cause, project, or event]. I've raised [amount] so far, but I still need [amount] to completely reach my goal! Would you consider making a donation (even small gifts help!) to assist me in my fundraising efforts? Please feel free to share this post and encourage your own friends to give to my [cause, project, or event]. Thank you in advance for your generosity! [insert relevant tag, URL, and photo]"

### Twitter:

"Help me raise money for [cause, project, or event]! I only need [amount] to reach my goal. Make a difference! [insert relevant #briandemchakchallenge, shortened URL, and photo]"

### Instagram:

Include:

A professional looking photo(s).

A brief but detailed description.

A reference of the URL (links can only be placed in Instagram bios, not in individual posts).

Hashtags - #briandemchakchallenge #stmargaretfoundation #runpittsburgh

"I'm raising money for [cause, project, or event], and I need your help! Even a small donation would assist me in reaching my goal of [amount]. With a donation of [amount], you'll be able to [offer tangible way that a donation could help]. Read more about my campaign and make a donation by clicking the link in my profile! [insert relevant #hashtag]"