



Fundraising Tips & Tricks

Check out these tips to make the most of your fundraising for the 2nd Annual Make-A-Wish Southern Florida Turkey Trot for Wishes 5K Walk/Run. Thank you in advance for your support!

- **Personalize your fundraising page.** Updating your photo and personalizing your bio on your fundraising page can go a long way. Let your friends and family know why you're excited to be a part of the 2nd Annual Turkey Trot for Wishes and supporting Make-A-Wish!
- **Cast a wide net.** Commit to asking five new people each week for a donation. You never know who's willing to help until you ask.
- **Be specific.** Use your birthday or other milestones to add a personal twist to your ask, such as \$42 for your 42nd birthday, \$15 for your 15th wedding anniversary.
- **Post on social media often.** Keep your fundraising efforts on everyone's radar by thanking your supporters and sharing your progress regularly. One friend's generosity (and your gratitude) can inspire another!
- **Take your fundraising to work.** Collaborate with your boss and human resources department to hold drawings for front-door parking spaces, bonus casual dress days, and free afternoons off with all proceeds going to help Make-A-Wish. Some companies even match charitable donations!
- **Start your own Facebook challenge.** Offer friends and family a reward, such as a funny thank you video, poem, or song, for everyone who donates during a specific time.
- **Follow Up!** Have some friends or close family members still not responded to your donation request? Don't be afraid to send them a quick reminder with the link to donate.
- **Turn fundraising into a party.** Gather your friends and neighbors to watch the big game, your favorite show's finale, or the next awards show at your place and collect donations at the door.
- **Ask in person.** Whether it's at the grocery store, gym, dog park, office, or sporting event, asking someone to make a donation in person is easy and powerful.
- **Set a deadline.** Sometimes the best way to spur your friends to donate is to create a sense of urgency! Update your Facebook or Twitter status with a countdown to event day and ask them to donate today.

For more fundraising tips or examples of what to post on social media, reach out to Kayla Scognamillo at kscognamillo@sfla.wish.org

