

Fundraising Tips & Tricks

Check out these tips to make the most of your fundraising for the 15th Annual Broward Walk 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 15th Annual Broward Walk 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