



## How to kick-start your fundraising

1.

### **Create your personal fundraising page**

Customize your personal page with a story about why you are raising funds for United Way. You can also add a photo! Studies show that participants raise 54% more funds when they personalize their page and use the online tools available to encourage donations.

2.

### **Set your fundraising goal**

Every dollar you raise will help United Way's network of frontline agencies stay active and responsive across our community during—and after—this crisis. Set your fundraising goal high and make a self-pledge to start raising money today.

3.

### **Add contacts to your address book**

Upload contacts—family, friends, colleagues—that you would like to email asking for a donation so you can hit your fundraising goal.

4.

### **Send an email**

Choose a sample template, personalize your message and send out emails to everyone in your address book asking them to support your Walk this Way campaign by making a pledge.

5.

### **Share on social media**

Using Facebook, Instagram, Twitter, etc. is a great way to reach out to others and send reminders throughout the challenge! All of our social media platforms will be posting throughout be sure to tag **@unitedwayhh**.

6.

### **Thank your donors**

Don't forget to thank your donors and show your appreciation for their support. It's never too late to ask them to join you in Walking this Way for community.