



# Online Fundraising Guide

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How to raise awareness and  
funds for our cause.



**TABLE OF  
CONTENTS**

**INTRODUCTION**

**GET STARTED**

**OUTLINE YOUR  
AUDIENCE**

**ASK FOR  
DONATIONS**

**GO THE DISTANCE**

**TIME TO  
CELEBRATE**

# INTRODUCTION

Thank you for deciding to fundraise for the HEADstrong Foundation. Congratulations! You're joining special community of everyday people making a difference. The good news is you don't need to be a fundraising expert to raise a lot of money. This eBook can help you crush your fundraising goals even if you're new to the process.

This guide will teach you how to set up your page, ask for donations, and promote your campaign.

By taking this next step, you're fulfilling our founder, Nicholas "HEAD" Colleluori's last wish!



# GET STARTED

Fundraising is a chance to make a big impact for our cause, even if you can't personally make a big donation. By mobilizing your friends and family, you can help the HEADstrong Foundation reach more people, raise more money, and make a bigger impact.

The first step is an easy one: create your fundraising page.

**HEADstrong Foundation** LOG IN

### Create an Account

**f** Sign Up with Facebook

By signing up, I agree to the [terms and conditions](#).

or

### Sign Up with Email

Prefix\*  
Mr. ▼

First Name Middle Name  
First Name Middle Name

Last Name  
Last Name

Suffix  
Select Suffix ▼

Email Address  
Email Address

Create a Password  
Create a Password

Date of Birth\*  
Month ▼ Day ▼ Year ▼

**Sign Up with Email**

By signing up, I agree to the [terms and conditions](#).

Your page comes branded with the HEADstrong Foundation's colors and logo, but you can (and should!) personalize it. You can do this by adding your own pictures or videos to the page. This is your chance to tell everyone why the HEADstrong Foundation is important to you.



This fundraiser used his page to share his story about why HEADstrong Foundation is meaningful to him. This kind of personal touch helps your potential supporters feel more connected to you and the HEADstrong Foundation. With these elements in place, your page is ready to start accepting donations



Welcome to my fundraising page!

I am a lacrosse player for the St. Joe's Club Lacrosse team. This year, I have decided to pledge my season to the HEADstrong Foundation, a 501(c)(3) non-profit organization committed to providing essential programs and services to improve lives affected by cancer.

**\*\*90 cents of every dollar supports the HEADstrong Foundation mission\*\***

The blueprints for the Foundation were conceptualized by Nicholas "HEAD" Colleluori in 2006, from his hospital bed while he underwent treatment for non-Hodgkin's Lymphoma, which ultimately claimed his life. Today, Nick's vision is being fulfilled through the relentless efforts of his family, athletes and supporters across the country uniting in the fight against cancers.

Please help me support the HEADstrong Foundation by making a donation through my page. The process is fast, easy and secure.

If you can't make a donation at this point, help me reach my goal by sharing this page on your social media platforms.

Or, even better, send an email to friends you think might be interested in contributing and including a link to my page.

Thanks so much for your generosity!

For Nick,

Jonathan



You can use your page to explain the significance of your fundraising goal and/or ask people to give a specific amount. For example, if you're fundraising to celebrate your 27<sup>th</sup> birthday, you might ask your friends and family to donate \$27 each.

Or if you want to help a family staying at Nick's House, you can explain that your goal of \$1,000 will fund a two-week stay. For example, our guests the Held family were living more than 4,363 miles away in Italy when their 8-year old daughter Lillian relapsed with a rare form of Leukemia. Lillian and her mother were displaced to Children's Hospital of Philadelphia for immediate treatment while the rest of her family returned home to Fredericksburg, VA.



The Held family found comfort at Nick's House, staying for more than 100 days, saving her family more than \$10,000 in out of pocket expenses while Lillian underwent a lifesaving bone-marrow transplant.



WHAT ARE YOUR  
GOALS?

## **WHAT SHOULD YOUR GOAL BE?**

The HEADstrong Foundation has a preset fundraising goal for you or you may choose your own.

Don't be afraid to be ambitious. While the average individual fundraiser nets \$568, many people have raised tens of thousands of dollars.

You can always change your goal if you need to.

Next we will identify all the people in your personal network you can ask to contribute.

# OUTLINE YOUR AUDIENCE

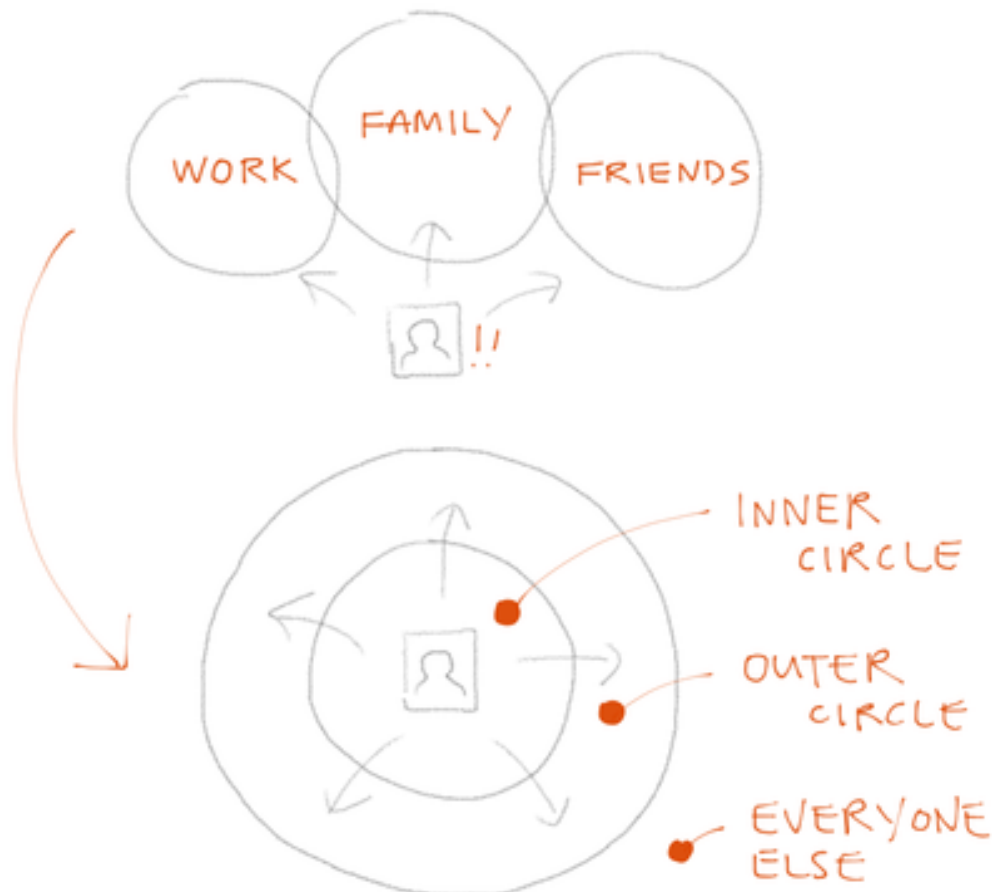
Your network is bigger than you might think. The power of fundraising is in mobilizing your own personal network of family and friends. Rather than making one gift by yourself, you can get all the people you care about involved. You get to share your passion, and the HEADstrong Foundation gets much-needed support from a wider community.

Even if you're not a "social butterfly", odds are, you have dozens if not hundreds of contacts who might be willing to help. Some of these friends are closer than others, but you never know who might be moved by your story or feel compelled to support our cause.

## YOUR INNER CIRCLE



When it comes time to ask people to make donations, it's best to start with the people closest to you. Your inner circle is made up of the people you know will be happy to hear from you and want to support you. People like your family and close friends. You can brainstorm a list of these people first.



Hold onto this list. In the next chapter we'll cover how to reach out to them.



## YOUR SOCIAL NETWORK



Your broader social network will be much larger than your inner circle. Nowadays, we're connected to hundreds of people through social media. Half of all adults using Facebook have more than 200 friends on the platform. Add Twitter, Instagram, and LinkedIn and you've got a huge audience for your fundraising campaign.



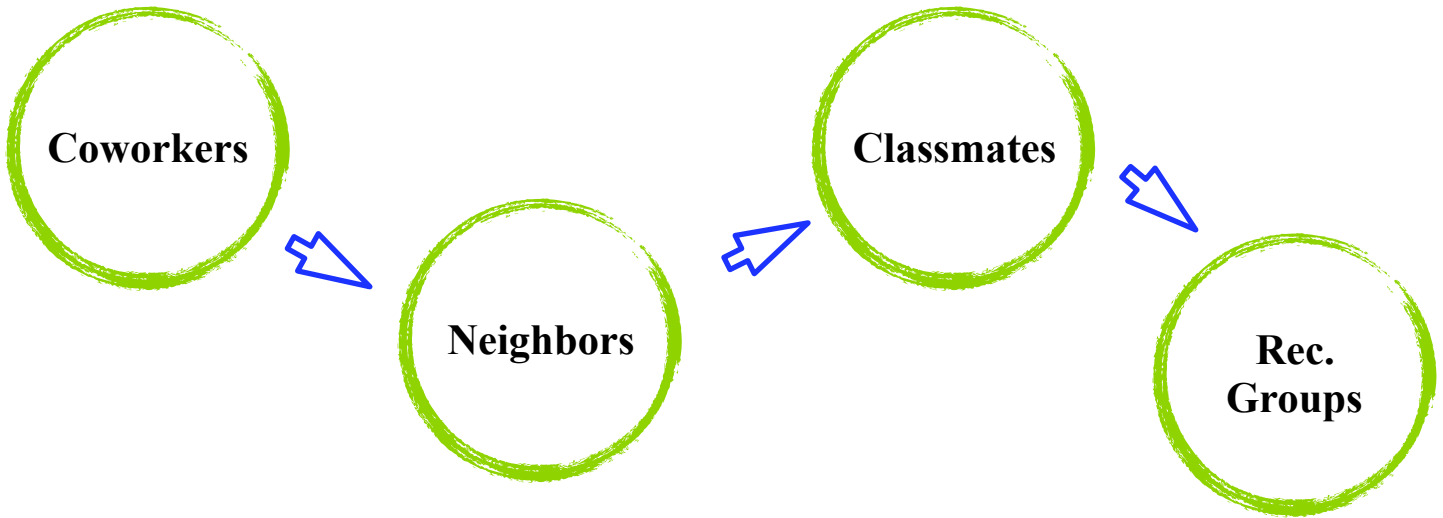
Some of this group will be reached by email, but social media will also be very important when appealing to this audience.

By posting personal updates about your fundraising campaign, you can hopefully inspire some people in your networks to visit your page.

## OTHER GROUPS

The third tier of connections is with groups or organizations that you belong to. Are you on a recreational sports team or do you attend church regularly? When you reach out to these groups you can reference what you all have in common before asking for a donation. For example, if you play in a recreational soccer league, you could reference the upcoming practice in an email and also let everyone know about your fundraising goal. You can also mention it at practice.

Other groups you should appeal to include:



If you're hesitant to ask all these people for help, remember that you share things in conversation and social media all the time. This time, you're doing it for a good cause. You're showing people your passions and giving them the opportunity to make a difference.

You also never know which of your friends or acquaintances have a personal connection to our cause. This is why it's worth promoting your fundraising page and appealing to all of your various networks, on and offline.

# ASK FOR DONATIONS

Many people are afraid to ask others for help, but research shows that people are more willing to lend a hand than you might expect. In this chapter, you'll learn how to approach the people in your network through email, social media, and more.

Remember that it's not a selfish ask-you're trying to help a good cause.

The worst they can do is say "no".

## EMAIL

When it comes to asking people for help, the more personal you can get, the better. If you ask a big disconnected group of people all at once, you can fall victim to the bystander effect. When you make a very general ask, people are less likely to act because they assume someone else will take care of it. This is why we targeted more specific groups of people in the previous chapter.

Start your fundraising campaign by approaching the people closest to you first. These are the people who are most likely to donate. By asking them to give first, you can start moving the bar on your fundraising page before you appeal to your entire social network.

If you regularly talk on the phone with some people in your inner circle, tell them about your campaign directly. They may even ask you to send them the link. Email, however, is the easiest way to reach out to the whole group. Plus you can include a link to your page.

Consider writing a few personalized emails for the people in your circle. For example, you might compose one message for family and another for close friends.

## EMAILS TO OTHER GROUPS

Email is also a great way to ask your coworkers or classmates to donate. Below is an example email for the workplace. Emails like these allow you to tell people why you're fundraising and how they can help.

Remember to include a link to your fundraising page, so people can donate right away.

Take a few minutes to email your inner circle first, and then move on to your office, your softball team, or your church congregation.



Be sure to include the following information in your email:

- **The HEADstrong Foundation**
- **Why** you are fundraising
- **The fact that you're starting with your closest family and friends** before opening up to your larger network
- **What you want them to do:** "Will you help me reach my goal by making a donation?"
- **A link to your fundraising page**

## EMAILS TO THE FAMILY

Here is an example of what an email to your family might look like.

Dear Family and Friends,

This year, I have decided to pledge my (what are you pledging, for example your season, race etc.) to the HEADstrong Foundation, a 501(c)(3) non-profit organization committed to providing essential programs and services to improve lives affected by cancer.

As some of you know, my best friend Anne-Marie is fighting breast cancer, so it's a cause close to my heart.

I am asking pretty much everyone I know to check out my page and donate if they can. Will you help me reach my goal of raising \$1,000 by making a donation?

You can check out my fundraising page by clicking this link (insert link).

Any support you can give will mean so much to me. Thanks for reading and helping me fundraise to help improve lives affected by cancer.

Thanks so much for your generosity!

For Nick & Anne-Marie,

Jessica

\*Please customize anything in red

## SOCIAL MEDIA

Posting to your social media profiles is an important step to reaching as many people as possible. After you've reached out to your inner circle and are ready to open your campaign up to everybody, announce that you're fundraising by posting links to your campaign page. While most people use social media regularly, they don't all check the same platforms. This is why you should post to Twitter, Facebook, Instagram, LinkedIn and any other networks you have.

A social media appeal won't be as long and detailed as an email, but you can start by simply telling people about your campaign.

Some tips for social media posts:

- **Post with images** tend to get more engagement, so include a screenshot or favorite picture from the HEADstrong Foundation
- **Include the link to your fundraising page**
- **Ask people to share and retweet**
- **Use related hashtags** to make your post searchable.

Don't worry about coming off as annoying or bothersome. Social media moves so fast that a single post can easily get lost or ignored. This is why you should post multiple times to each platform. To keep your appeal fresh, you can change up each post with slightly different information. You can reference how much progress you've made toward your goal or include details about why the cause matters to you. Here are some guidelines for how often to post:

- **Twitter:** Once or twice per day
- **Facebook:** At least once every two or three days
- **LinkedIn:** Twice per week
- **Instagram:** Twice per week



# GO THE DISTANCE

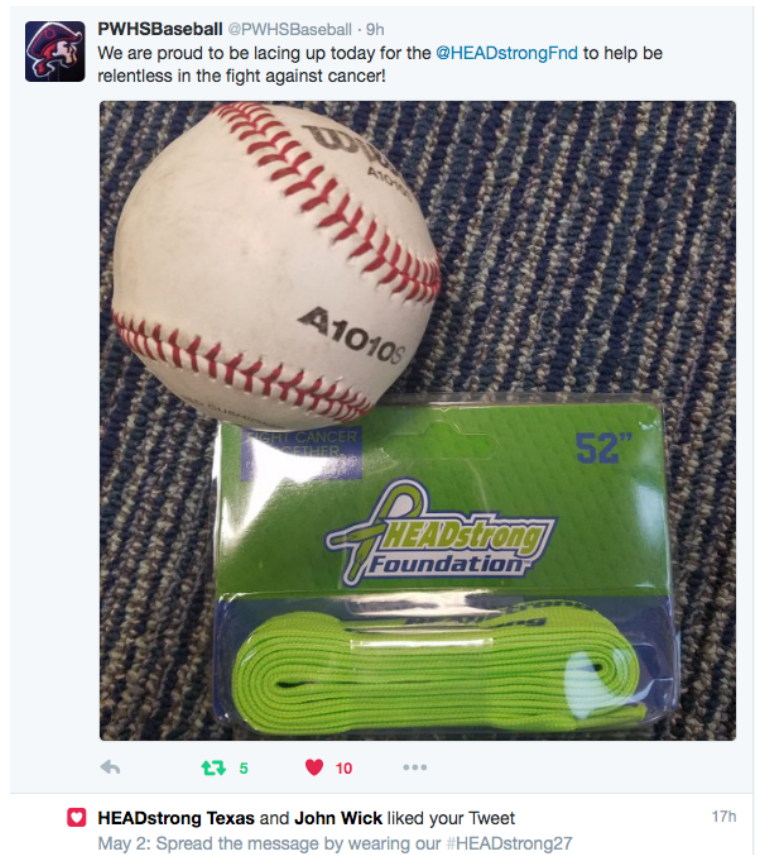
Hopefully, sending out emails and posting to social media will get you well on your way to hitting your fundraising goal. But after the initial interest and excitement, you may find that your campaign slows down. Fortunately, there are some ways to keep people engaged and motivated to help throughout your campaign.

## WEEKLY GOALS

To reach your overall fundraising goal, it helps to break up the amount over however many days or weeks you're fundraising. For example, if your goal was to raise \$1,000 in four weeks, you could try to raise \$250 each week. This means there's an upcoming goal that your friends and family can help you reach.

## HIGHLIGHT YOUR DONORS

Another way to maintain energy and excitement around your campaign is to publicly thank donors to your page. This shows your gratitude and celebrates the donor while also promoting your campaign and keeping it top of mind.



**Marple Newtown SD**  
@MarpleNewtownSD



Follow

Dance-a-thon at Russell Elementary tonight 5-7pm. All funds raised will be donated to HEADstrong Foundation @HEADstrongFnd @Russell\_mnsd

RETWEETS  
2

LIKE  
1



2:33 PM - 22 Jan 2016



Reply to @MarpleNewtownSD @Russell\_mnsd



## PROMOTE THE HEADSTRONG FOUNDATION

Educate your audience about the HEADstrong Foundation. You can also talk about the purpose of this particular fundraising campaign, if you're fundraising as part of a team or for an event. Show your friends and family why the HEADstrong Foundation deserves their attention.

One way to do this is to share a great blog post or some awesome pictures from the organization's website. You can also look for information on our website about what certain donation amounts help them to accomplish. This is interesting information to share on social media or in emails because it shows specific ways in which donations really do make a difference.

## THE POWER OF YOUR DONATION:

- \$150 - Funds (1) night at Nick's House
- \$500 - Funds (1) family financial assistance
- \$1,000 - Funds (1) week at Nick's House (includes groceries)
- \$5,000 - Funds (6) weeks at Nick's House (average stay)



The Jensen family found hope at Nick's House, staying at no cost for more than 6 months, saving them over \$20,000 in out of pocket costs.

## COUNTDOWN TO THE DEADLINE

A countdown of the final days of your fundraising campaign can help get people's attention. When you point out that time is running out, your appeal becomes more urgent and compelling.

You can even take a selfie or post a new image to count down the days of your campaign.



In the final days of your campaign, be sure to emphasize how close you are to your goal. People are especially willing to give when you're just shy of your goal because it feels like their gift is especially meaningful. It's kind of like scoring the game-winning goal. It has the same impact on the score as any other goal, but it feels special to clinch the victory.

# TIME TO PARTY!

Reaching the end of your fundraising campaign is like crossing the finish line of a marathon.

Even if you didn't hit your overall fundraising goal, you've done more for the HEADstrong Foundation than you would have donated on your own and you've helped spread word about an important cause.

## SAY "THANK YOU" TO YOUR SUPPORTERS

Your donors will be receiving thank you messages from the HEADstrong Foundation, but take the time to tell them that you appreciate their help in reaching your goal.

Whether it's through social media, email, a phone call, or in-person, anyone who donated to your fundraising campaign will be happy to hear from you.

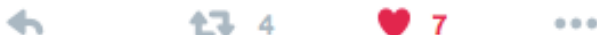
When the campaign is over, email your donors to update them on the finals results. Showing them how their gift contributed to a larger purpose will strengthen the connection to your cause. Add a link to the HEADstrong Foundation's website or blog so they can learn more on their own.




**Saints Athletics** @WeAreBC55 · 4h

Thank you @BCBoysLacrosse for shining a bright light on Berks Catholic Athletics! Great job @HEADstrongFnd! #ForNick

serve, I wanted to extend our sincere appreciation to you for pledging your rival game this season in support of the cause. Thank you for your hospitality and your commitment to our mission of improving lives affected by cancer. I am often times floored at how small the world is, from Kurt having roots on Hutchinson Terrace and his continued support of Nick's House to Bill knowing and playing with Billy Humes. It is truly something that makes our sport so unique and an incredible platform for making a difference. We wish to congratulate you both on the evolution of your programs as well as the growth of the game in Berks County. It is so great to see the talent blossoming and you both have some great kids coming up through your programs. It should really compliment your future. Thank you for providing a platform for us to stand on. We look forward to next year. All our best.



 **Backalley Oranges, January 12 and Hofstra CrossCountry** followed you 6h



## KEEP IN TOUCH FOR NEXT TIME

Now that your campaign is over, give yourself a pat on the back. By taking the time to reach out to your friends and family, you've not only raised money for our cause, you've helped the people you love connect with an awesome organization.

To see how the money you raised makes a difference, stay on our email list, follow us on social media, or become a monthly donor. This way, you'll continue to see the impact your work made possible. You can even update your donors with new success stories over time.

Now that you're a seasoned fundraiser, consider lending your talents to the HEADstrong Foundation's next campaign.

# YOU GOT THIS.

# BE RELENTLESS!

