

HEMOPHILIA ONTARIO'S RIDE TO DEFEAT BLEEDING DISORDERS FUNDRAISING TIPS

- 1. MAKE A GIFT TO YOURSELF:** The best way to encourage others to give to your efforts is to lead by example and kick – off your fundraising by making a self donation.
- 2. PERSONALIZE YOUR ASK:** Share your story and tell others why you are participating in Hemophilia Ontario's ride to defeat bleeding disorders. The more personal you make your request for a donation, the more people will relate.
- 3. ASK, ASK, ASK:** You don't get what you want without asking. Ensure that you cast a wide net and make each ask personal, you will be surprised where donations will come from.
- 4. DON'T FORGET TO GET SOCIAL:** You will be surprised at the support you will receive from LinkedIn, Facebook, and other social posts. Participants who share on social media raise 65% more than those who don't.
- 5. DON'T BE AFRAID TO THINK BIG:** Ask for specific amounts from people or organizations that you know can make a bigger donation. Don't be afraid to follow up with a phone call.
- 6. DON'T FORGET TO FOLLOW UP:** Most people are willing to give but may need a gentle reminder.
- 7. CELEBRATE SPECIAL EVENTS BY SUPPORTING HEMOPHILIA ONTARIO:** Whether it's a birthday, anniversary or any other special event, ask people to make a donation to your fundraising in lieu of a gift.
- 8. SHOW YOUR GRATITUDE:** Be sure to say thank you after receiving a donation. Use linkedin and other forms of social media to show your gratitude to your donors.

**REGISTER TODAY AT
DEATHVALLEYRIDE.COM**



Hemophilia Ontario

