



Fundraising Tips

1. **Get your fundraiser off to the right start.** Kick off your fundraiser by making the first donation, showing your network why you care about RAWF's mission and inspiring others to follow your lead.
2. **Send personalized emails to invite people to donate.** Make sure to include why you're fundraising (and racing!) and how their donations will support the Raymond A. Wood Foundation and boost your mileage.
3. **Don't hesitate to send follow up emails.** Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50%, 75% raised) and ask supporters to help you hit the next milestone, especially as you get closer to race day.
4. **Get creative on social media.** Use your favorite platform(s) to highlight your race training and fundraising progress. If you're active on Instagram, you can add your fundraising page link as a button directly to Stories; you can also add your fundraising page link to your Instagram bio. Read more social media fundraising tips [here](#).
5. **Make it a milestone fundraiser.** Does a birthday, anniversary, or other milestone you're celebrating fall during training season? Invite your loved ones to donate in lieu of gifts.
6. **Partner with a local business or facilitate corporate matches.** Ask a business if they can donate certain proceeds to your fundraiser, whether it be a "percentage night" or a certain item. Also, many companies offer corporate matching initiatives for their employees; make sure to ask your employer about their gift matching policy and encourage friends and family members who donate to do so too.

Happy fundraising! Thank you for 'Moving For A Mission' with us!

