

Together to Fight Suicide

Top 10 Tips & To-Do's



American
Foundation
for Suicide
Prevention
New York City



OUT OF THE
DARKNESS
Community Walks

1. Key to Fundraising: Ask for Donations

That's it! Once you start, you'll be surprised by how many people want to support a good cause. But it doesn't happen right away: it can take as many as six reminders before someone donates. People are busy, they may not get your request at the right time, they may forget - you'll need to be persistent!

2. Set Your Goal and Make a To-Do List

Communicate with your donors what you are setting out to achieve. Once you have your goal(s) defined, you can outline the steps needed and focus your energy on accomplishing those tasks.

3. Personalize Your Fundraising Page

Add a profile picture, update your fundraising goal, and share your story. Your family and friends not only want to support a great cause, they want to support YOU!

4. Speaking of Making it Personal...

There are several ways to fundraise. You will probably need to try a combination of in-person asks, phone calls, emails, written letters, texts, etc., because each potential donor may need a different approach. The more personal you make your ask, the more likely people are to give.

5. Become a Team Captain & Invite Others to Join Your Team

Maximize your impact! By creating a team, you empower your family, friends, coworkers, etc. to all become lifesavers!

6. Host a Facebook Fundraiser

Your Facebook fundraiser must be started through your personal fundraiser portal in DonorDrive for donations to appear on your page. Simply log in to your account at afsp.donordrive.com, then click "Create a Facebook Fundraiser" from the Your Fundraising menu on the right side of the page.

7. #OutoftheDarkness

Post a picture or video and share why you support bringing suicide *Out of the Darkness* using this hashtag. Make your post public and tag the AFSP New York City Chapter so it can be highlighted on our pages: @AFSPNYC on [Facebook](https://www.facebook.com/afspnyc), [Instagram](https://www.instagram.com/afspnyc), and [Twitter](https://twitter.com/afspnyc).

8. Creative Cultivation

Make signs, decorate your sidewalks, or produce artwork to post on social media that will raise awareness and help create a culture that is smart about mental health. Not feeling creative? No worries! Use our customizable social shareables on the [Participant Hub](#) and personalize to post!

9. Matching Gifts

Compound your donations with matching gifts! Many corporations will match any charitable donations their employees either raise or give. Ask your employer and also ask your donors if their employers offer matching gifts. For more information on matching gifts: afsp.org/match-your-gift.

10. Give Thanks

Once you receive a donation from someone, let them know that you appreciate their contribution! Send them a thank you note, tag them in a "thank you" post on social media, or invite them to join your team. After the event, you can send out an email with photos and an additional "thank you."

See more in your DonorDrive account at afsp.donordrive.com