

5 Steps to Fundraising Success

1. Set your fundraising goal.

Choose a goal that's right for you. Remember, your fundraising makes a positive impact for patients and their families. For example:

- **\$120** covers the cost to add one potential marrow donor to the Be The Match Registry.
- **\$500** secures one week of temporary housing during transplant recovery. (If patients live more than an hour away from the transplant center, they're required to relocate nearby for the three to six months of recovery.)
- **\$2,000** covers one transplant recovery grant awarded to help families with uninsured and ongoing costs after transplant.

2. Personalize your page.

Adding personal touches to your fundraising page, such as a photo or story, helps your donors connect with your mission. Make sure to share your personal story explaining why you're passionate about raising funds for Be The Match.

3. Donate to your own fundraiser.

Kickstart the momentum by donating to your goal. It'll show your commitment and help make you feel more comfortable asking others to donate since you've already contributed.

4. Spread the word!

Pro tip: Ask close friends and family first to get a few donations in before you share your page with the masses. Be sure to post your page on social media—you never know who may have a personal connection to your cause.

Don't forget about email and text! And be sure to follow up with reminders. On average it takes three to five touchpoints to get someone to donate—people are busy, and one message is typically not enough.

5. Share Your Success

Post updates on how your fundraiser is going. Thank each of your supporters—tagging them on social media—and let them know the impact they made. Remember: Don't be afraid to ask! You're not asking for you, you're asking on behalf of the many patients who need our help—you're saving lives. Thank you for being a Champion for patients!