



FUNDRAISING TIPS

1. Start early. A head start will give you time to focus on your training while enjoying your fundraising at the same time.
2. Know your audience, and don't be afraid to approach them. Target other exercise enthusiasts or people dedicated to giving back to organizations like Unbound. This gives you a conversation starter and common interests to talk about.
3. Send an email or letter to all your family and friends on your Christmas list.
 - Ask them to contribute \$1 or \$2 for each mile of your race. (If you're running a marathon, that's about \$26 per contributor.)
 - Wait a few weeks and send a follow-up email or letter. Describe your progress in training and why you're passionate about Unbound.
4. Post updates about your training on Facebook, Twitter, LinkedIn and Instagram with a link to your online fundraising page. People want to cheer you on and see you reach your goal. Don't forget to use the hashtags #unboundtrailblazers and #unboundorg in your updates.
 - In your social media updates, Give people something concrete to connect with your cause: "If 10 friends donate \$25, I would be halfway to my goal."
 - You can also send out thank you messages in your posts or tweets, and tag friends who have donated to your fund.
5. Record an Instagram video explaining why you are passionate about being an Unbound Trailblazer.
6. If you use an email signature, add a link to your online fundraising page.
 - Please support me in the (name of race), in which I will be raising money for Unbound. Check out my webpage at (link goes here).
7. Host a bake sale at your office or school. Small donations really start to add up over time.
8. Have a garage sale or sell some of your unneeded items on Craigslist and put the proceeds toward your goal. You can invite family and friends to contribute items to your sale.
9. Instead of receiving birthday or Christmas gifts, ask family and friends to donate to Unbound. It's much easier than finding the perfect gift.
10. Offer to baby-sit in exchange for a donation to Unbound.
11. Walk or run your neighbor's dogs in exchange for a donation to Unbound. (This could also count as a training session!)
12. Ask your employer to match any donations that you receive from co-workers.
13. Contact a local ice cream shop to donate 10 percent of their proceeds for an ice cream happy hour.
14. Host a themed party for close friends and family. Place a donation basket near your guests, reminding them to give after an evening of fun. Try one of these ideas:
 - *Rise and Dream* movie night (you can request a free copy by emailing us at outreach@unbound.org)
 - Karaoke night (most Karaoke songs can be found on YouTube)
 - Spa night
 - Luau



CREATE YOUR MESSAGE:

Focus on your passion for the cause and people will be inspired to give. Tell people why you're passionate about Unbound and why you're doing what you're doing. Here's a sample message:

Help me reach my fundraising goal

I have become an Unbound Trailblazer because I support Unbound and their work in 20 countries around the world.

The Unbound Trailblazers are athletes of all skill levels who are passionate about helping to break the cycle of poverty for children and families.

My goal this year is to complete my first 5K race and raise (dollar amount) for Unbound. I am training hard and would love your support. Please visit my webpage to make a donation today: (Link goes here)

Thank you!

(Your name)

Sponsor since (date)

Let them know the impact their donation can make:

\$1.82 = Doctor's visit for an elder in the Philippines

\$10 = Seeds for a small crop in Costa Rica

\$13.97 = School shoes in Peru

\$15 = School uniform in Honduras

\$18.60 = Two pieces of tin sheet roofing in Uganda

\$21.50 = Primary education for a month in India

\$23.59 = A month of school transportation in the Dominican Republic

\$34.28 = Cement flooring for a one-room home in Bolivia

\$150 = Electric stove in El Salvador

Other helpful links:

- <http://www.donationto.com/blog/26-marathon-fundraising-tips/>
- <http://blog.firstgiving.com/wp-content/uploads/2011/11/Marathon-Fundraising-Success-Guide.pdf>