

Aruna

SOCIAL MEDIA ACTION PACK FUNDRAISING TIPS & IDEAS

\$25 = 25 NEW FUTURES

If each 2018 Aruna Run participant raises \$25, it can enable us to free, empower, and employ 25 women over the next year.

THAT IS A POWERFUL, LIFE-CHANGING STORY TO BE A PART OF!

Here you will find a list of fundraising tips, event ideas, and resources to help you create an amazingly successful fundraising campaign. Remember, 100% of donations received go directly towards the cause!

Personalize,
Educate,
Inspire!

FUNDRAISING TIPS

- 1 Set a Personal Goal** - The more you raise, the more women we can help. Make the first gift yourself to show your commitment!
- 2 Personalize your Crowdrise Fundraising page** - The more personal you make it, the more likely folks are to give. Make sure to highlight the name of the enslaved woman you are running to help set free (selected during registration) and the fact that 100% of donations go to help free sexually enslaved women.
- 3 Share your story** - Think through your inspiration for running in this race and share it throughout all of your fundraising communication.
- 4 Use a mix of social media, traditional emails/letters, text messages, and personal conversations** - Believe it or not, there are some folks out there who do not use social media. Check out the Social Media Toolkit and Sample Email tabs for help getting started creating fundraising posts, emails, and letters.
- 5 Use photos and videos** - The more visual content you can add, the more likely people will be inspired to donate to your campaign. Imagery/video ideas include:
 - Previous year's races (if applicable)
 - Training process
 - Inspirational Aruna Run images from the Social Media Toolkit
 - Re-shares of Aruna Project content (Follow us on Facebook, Instagram, and Twitter!)
 - 1-minute selfie video explaining about the run, why you are running, and asking folks to give
- 6 Be persistent** - Don't be discouraged if you don't reach your goal as quickly as you would like. Be persistent with your ask, choosing different days of the week and times of day to share your page, send emails, etc. in an effort to reach new audiences.

7 Express your gratitude to donors - Saying "thank you" goes a long way in strengthening and building relationships. For every donor you receive, write him/her a quick public post on Facebook, tag him/her, and include your Crowdrise page that shows the donation. But don't stop there – take the time to write a handwritten thank you note and drop it in the mail. It is so personal and intimate that your supporters will never forget it.

8 Always Share your Personal Crowdrise Link - Make sure to include a link to your personal Aruna Run Crowdrise fundraising page throughout all your promotions to ensure donations are attributed to your campaign.

EVENT IDEAS

- **Issue Challenges** - Challenge other individuals, teams, businesses, etc. to see who can raise the most money for the cause.
- **Host a Facebook Live Donation Event** - See how many donations you can get in a half-hour!
- **Host a "One Small Change for Aruna" Campaign** - Challenge family and friends to simply eat out one less time per month and donate the money they would have spent; clean out old closets, sell the items, and donate the money; or walk or bike to work one day per month and donate the money they would have spent on gas.

RESOURCES

- Check out our Social Media Toolkit and Sample Email tabs for help getting started creating fundraising posts, emails, and letters.
- Check out "11 Tips to Elevate Your Fundraising" article on Active.com - Excellent article chalk full of great tips and examples.
- Spend time perusing the Crowdrise site and taking advantage of all the resources it has to offer.