

FUNDRAISING TIPS

Before fundraising, here are some important questions to ask yourself:

- Why am I fundraising?
- How much money do I want to raise?
- How will these funds help build awareness for Lowe Syndrome?

Outreach Methods

- Social media - It's one of the most creative and cost-effective ways to reach a lot of people. Post often to your Facebook, Instagram, TikTok, etc. telling people about your fundraiser.
- Text messages - Shoot a quick text to everyone in your contacts informing them of your fundraiser.
- Flyers – Even though it's old school, it still works!

Messaging Tips

- Be 100% genuine and heartfelt in your messaging. Stay away from stale language that sounds textbook-like and or too desperate.
- Share your personal connection to Lowe Syndrome and include 1-2 pictures or videos.
- Consistently promote your fundraiser. Post on social media a couple times or text your friends..
- Lean on your friends and family to help. When your friends tell their friends, and their friends tell their friends, you'll increase the fundraising potential.

Suggested Fundraising Strategies

1. Crowdfunding is one of the most popular personal fundraising methods to take. It involves raising a lot of money through small, individual contributions. Why this works: donors love to put faces to names, and when you tell your personal story on your crowdfunding site, they feel like they're getting to know both you and your cause.
2. Ever heard of an a-thon fundraiser? There are read-a-thons, walk-a-thons, bike-a-thons. People can pledge a dollar amount that's correlated to the performance of the participants (ie. \$1 for every push-up or \$20 for a total of 15 push-ups).

Key Q1- Q2 2023 Dates For Consideration

- January is National Glaucoma Awareness Month
- February is Low Vision Awareness Month
- February 17 is Random Acts of Kindness Day
- February 28 is National Rare Disease Day
- March is National Kidney Awareness Month
- March is National Developmental Disabilities Awareness Month
- March 10 is World Kidney Day
- April 2 is World Autism Day
- June is National Cataract Awareness Month

Thank your supporters!

- Give shout outs to your donors on social media for everyone to see
- Send a pretty, hand-written thank you card
- Visit donors in-person with a big hug on deck
- Take time out of your day to give donors a quick call