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Purple Passion 2018 *Fundraising Tips*



1. Set a goal

It doesn't have to be huge but it should be 2 things: Inspirational and Attainable. Remember, every dollar counts.

2. Ask

If you want to get anything...you have to ask. Reach out to your friends, family, co-workers, and anyone else you know but ask them personally. People are more likely to give when they are asked directly – in person, a personal email, a phone call – as opposed to those who receive a group email or see a Facebook post.

3. Make it personal

Let people know why this matters to you and your community. Show your passion! And don't forget, you are giving people an opportunity to make a difference in their community.

4. Ask for a specific amount

It helps to be specific when asking for support. Suggest an amount you think is right for them that would help you reach your goal.

5. Make a donation to your own page

People will be more likely to give if you have made a financial commitment yourself. It helps to get the ball rolling. Then you can ask people to "join me" in supporting Voices Against Violence and breaking the silence around sexual and domestic violence.

6. Post on social media

Social media isn't the best place to ask for support but it's a great way to get the word out. Just make sure you follow up those posts with a personal ask.

7. Send individual emails to friends, family, coworkers...just about anyone you know.

Personalize it. Make it funny. Tell a story. Be creative. And don't forget to include a link to your fundraising page in your email signature!

8. Ask Again

You'll likely have to ask people more than once. Many people appreciate a reminder as that first email, or the second, can get lost. Send an email every couple of weeks. Remind them the Purple Passion 5K is getting closer. A sense of urgency can help. And post on social media several times a week.

9. Build a Team.

Running, walking, and fundraising as a team is easy and FUN. A little friendly competition can be a great motivator. Pick another team to compete with. Or promote some competition among your own team members. Keep team members updated with weekly emails on training tips, training goals, practice routes, how fundraising is going, etc. And set a goal for team members to raise individually – whatever amount you think is reasonable and will help you reach your team goal.

10. Say thank you

It's important to thank your supporters. Send an email or even a hand-written note. And everyone loves a shout out on Facebook. Send a note after the event as well to update them on what you accomplished with their help and how much the Purple Passion 5K raised in total.

SAMPLES

Social Media:

I'm running to **Break the Silence** around sexual and domestic violence. Every step counts. Will you help me?

My fundraising goal for Purple Passion 2018 is \$1,000 and I'm 10% there. Will you help me reach my goal?

Stand with survivors. End victim blaming. I'm supporting Voices Against Violence. Please help.
www.purplepassion/james

I'm running to **Break the Silence** around sexual and domestic violence. Every step counts. Will you help me?

Bring hope to so many adults and kids who live with domestic violence. Got to my fundraising page to help.
www.purplepassion/alice

Sample Email Text:

I'm taking a stand against sexual and domestic violence this September 22nd by walking in the Purple Passion 5K to help support the life-changing work that Voices Against Violence does with over 2,000 victims each year. While you don't have to lace up your sneakers (unless you want to!), I am asking for your support.

Please donate to my fundraising page and help me reach my goal of \$XXX. Your contribution will support the free and confidential safety planning and counseling services Voices Against Violence offers to survivors of domestic violence and sexual assault and their emergency shelter that is a safe haven for adults and children fleeing violence in their homes. ***Together we can help create a community free of violence.***

Thanks for considering a contribution to my fundraising for Voices Against Violence. Even small amounts make a difference! And if you can, it would help tremendously if you forward this email on to anyone you know who might be interested in donating.

Here's the link to my page: