



SuperHERO Fundraising Tips

Personalize your Fundraising Page

Use your personal fundraising page to share your CHaD story and why you will be running, walking, hiking, biking, or volunteering at the CHaD HERO. While you are at it, be sure to add a photo to your fundraising page. People are more likely to donate to your fundraising efforts when they know why you are fundraising for CHaD.

Set a Fundraising Goal

It's OK to have a heroic fundraising goal. This will help motivate you and your potential donors. If you surpass your goal faster than the speed of light, you can always increase it.

Donate to Yourself

Be the first to donate to your fundraising efforts. This will kick off your fundraising and encourage others to donate as well.

Email, Email, Email

Email your family, friends and colleagues and share why you are fundraising for CHaD. Let them know why CHaD matters to you. Start by emailing your close contacts as they are the ones most likely to contribute to your fundraising. Be sure to take advantage of the email templates that we have provided.

Send Follow-up Emails

We are all busy and it is easy to forget you received an email asking for support. It is helpful to follow-up with people who have talked to you about supporting your fundraising efforts. People usually need to be asked 3 times before they say yes and donate.

Get Social

Take advantage of your social media accounts. Share your fundraising page on facebook, Twitter and/or Instagram. Tag people who have already donated and thank them while asking for new donations.