KIDNEYNATION FUNDRAISING TOOLKIT
Fundraising 101

MAKE IT PERSONAL
Update your profile picture and fundraising page text to tell people why you are raising money and awareness.

KICK START THE FUNDRAISING
Be the first person to donate to your page to show everyone how easy it is and how important AKF is to you!

TELL THE WORLD
Share your link on social media and send personalized emails to friends and family asking for their support.

SET WEEKLY GOALS
Announce a goal to raise $100 in one week, or challenge 5 donors to contribute in a weekend. This will allow your donors to share in your success!

THANK YOUR DONORS PUBLICLY
Send personalized emails, and tag your donors on social media with your fundraising link to encourage others to join them!

LAST CALL
Make one final push for last minute donations! Anyone that was putting off donating may need a little reminder that the deadline is close!
“Sharing is Caring

Get creative on Facebook and create posts about why you're fundraising and the impact your donors will have on kidney patients. Add photos and videos to make your posts stand out! Maybe @AmericanKidneyFund will share your stories! Below are some ideas of what to say and pictures you can use!

37 MILLION AMERICANS ARE LIVING WITH KIDNEY DISEASE

96% OF PEOPLE WITH EARLY CKD ARE UNAWARE THEY HAVE IT. KIDNEY DISEASE OFTEN SHOWS NO SYMPTOMS.

“I’m raising money to support kidney patients who are faced with a choice between medical care and the basics of life. $.97 of every donated dollar goes to help patients in need. Be a part of this lifesaving support by making a donation today!”

“Thanks @JohnSmith for donating to help patients fighting kidney disease! Join @John in empowering others and make a donation to the @AmericanKidneyFund today.”

“I have set a goal to collect 5 donations this week in support of the 37 million Americans with #kidneydisease. Will you be one of my heroes? Any donation will help me reach my goal!

#KidneyNation

AKF IS ALLOWING ME TO TELL THE STORIES THAT WILL CHANGE THE FUTURE FOR KIDNEY PATIENTS, LEGISLATION, AND CARE.

97 CENTS OF EVERY DOLLAR RAISED GOES BACK TO PATIENTS & PROGRAMS.

LIVING KIDNEY DONATION IS ONE OF THE BEST WAYS YOU COULD SAVE A LIFE. IT’S THE CONTINUATION OF ONE’S LIFE.

American Kidney Fund

American Kidney Fund

American Kidney Fund
Hello friends!
I am writing to you as a supporter and volunteer for the American Kidney Fund. I am raising money in support of kidney patients who are faced with a choice between medical care and the basics of life.

(Insert link to KidneyNation page)

Can you imagine giving up 780 hours of your life every single year? Could you still work a normal schedule and support yourself or your family? Would you be able to afford health care?

There are over 500,000 Americans currently on dialysis and 100,000 more entering treatment every year who face these daily challenges. Dialysis takes up 5 hours a day, 3 days a week, 52 weeks a year. It takes away your ability to work, to be with family and friends and enjoy the everyday things we take for granted.

I am fundraising to help alleviate some of these challenges and provide lifesaving services through American Kidney Fund programs. These programs aim to prevent kidney disease through education, screenings and awareness, and provide direct financial assistance to those in greatest need.

I have a goal to raise $XXX and I need your help to get there! Please consider donating any amount to my campaign today. You don’t need to be a million-dollar donor (unless you want to be)! Click the link below and give a gift today to support patients in need and help save others at risk.

(Insert link to KidneyNation page)

Thank you for your support and generosity!

Check out our Email Toolkit for more templates to help you create a message for every occasion!

Follow-Up Ask  
Hit Your Goal  
Thank Your Donors
DIY Fundraising Ideas

NEARLY NEW SALE
Collect your gently worn, barely used clothes, books and other household items to host a sale or an auction.

BAKE SALE
Baked goods and hungry friends always go well together! Take orders via email or social media to sell your best batch of cookies or famous chocolate cake.

PICK YOUR PASSION
Bring your hobby to life! Sell jewelry, art, flowers from your garden, eggs from your chickens, or other unique items.

HOST A COOKOUT
Use your backyard grill or reserve a public space and invite all your friends to come and enjoy food, drinks and fun! Simply charge a small fee to attend.

HOST A DRAWING
Get gift cards or other highly sought-after items donated then ask your friends to make a donation for a chance to win!

TRIVIA NIGHT
Host a trivia night or other social gathering at a restaurant nearby and invite all your friends to join in the fun!

BONUS: Talk to the restaurant about donating a portion back.