



FIGHT.

 American Kidney Fund®

KIDNEYNATION FUNDRAISING TOOLKIT

 American Kidney Fund®
KidneyNation

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**

 American Kidney Fund®
KIDNEYFUND.ORG

“

**KIDNEY DISEASE WILL NEVER
STOP ME. I'M GOING TO KEEP
ON TRUCKING!**

DANIELLE, 17
AKF CALENDAR CONTEST WINNER

 American Kidney Fund®

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

 American Kidney Fund®
KIDNEYFUND.ORG

“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.**

AUDREY
AKF PATIENT-ADVOCATE

 American Kidney Fund®

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

 American Kidney Fund®
KIDNEYFUND.ORG

“

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

NATHAN ARNOLD CHARGING
KIDNEY PATIENT & AKF ADVOCATE

 American Kidney Fund®

Email Tips and Tricks

Email is a great way to spread the word about your KidneyNation page, ask others to donate and thank those who have supported you and the American Kidney Fund! Use the sample text below to help get you started. Don't forget to make it personal and fun! Add photos or share your connection to AKF to let your donors know why it is important to you.

File Message Insert Options Format Text Review Tell me what you want to do

Clipboard Basic Text Names Include Tags My Templates

To...
Cc...
Subject

Send

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.