

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



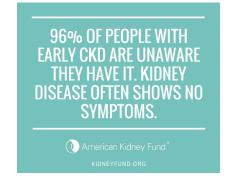
Make one final push for last minute donations! Anyone that was putting off donating may need a little reminder that the deadline is close!

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!







"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!"

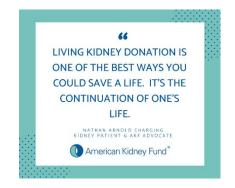
"Thanks @JohnSmith for donating to help patients fighting kidney disease! Join @John in empowering others and make a donation to the @AmericanKidneyFund today."

"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

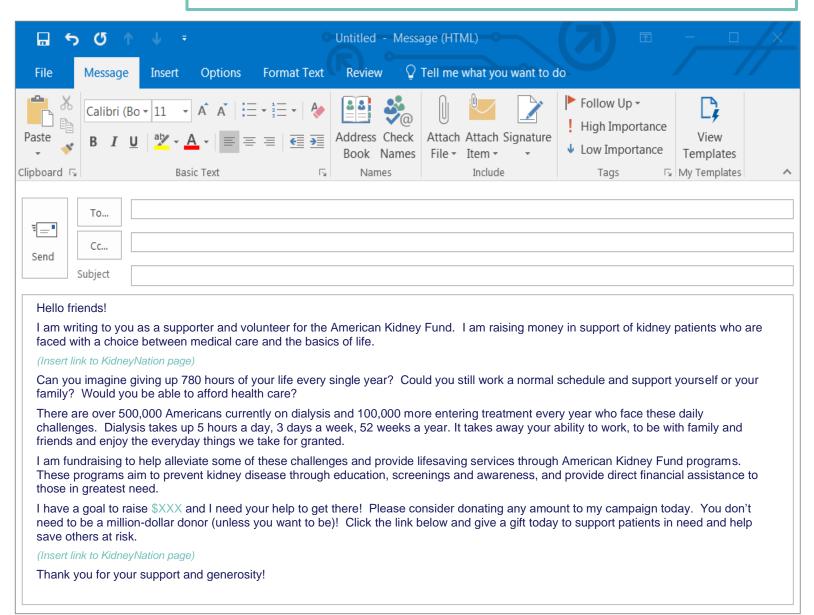






Email Tips and Tricks

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.



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 an 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.